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SPRING, 1943

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THE COLUMBIA BROADCASTING SYSTEM

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April 1, 1943

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"Weeks on CBS" as of April 1, 1943

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
AMERICAN TOBACCO COMPANY *(361st Week on CBS)* **Your Hit Parade** Mark Warnow's Orchestra, Frank Sinatra, Joan Edwards, Hit Paraders Chorus	Saturday 9:00–9:45 p.m. *Rebroadcast* *12 mid.–12:45 a.m.* 116 CBS stations ORIGINATES: WABC	Lucky Strike Cigarettes *Foote, Cone & Belding*
ANACIN COMPANY *(322nd Week on CBS)* **Our Gal, Sunday**	Mon. thru Fri. 12:45–1:00 p.m. 58 CBS stations ORIGINATES: WABC	Anacin *Blackett-Sample-Hummert*
Easy Aces *Serial Comedy-Drama*	Wed., Thurs., Fri. 7:30–7:45 p.m. 47 CBS stations ORIGINATES: WABC	
ARMSTRONG CORK COMPANY *(78th Week on CBS)* **Armstrong's Theatre of Today** *Drama*	Saturday 12 noon–12:30 p.m. 117 CBS stations ORIGINATES: WABC	Armstrong's Quaker Rugs *Batten, Barton, Durstin & Osborn, Inc.*
B. T. BABBITT, INC. *(87th Week on CBS)* **David Harum** *Serial drama*	Mon. thru Fri. 3:00–3:15 p.m. 13 CBS stations ORIGINATES: WABC	Bab-O *Duane Jones Co.*
+P. BALLANTINE & SONS *(4th Week on CBS)* **+Three Ring Time** with Guy Lombardo's Orchestra and Ogden Nash	Monday 10:30–11:00 p.m. 45 CBS stations ORIGINATES: WABC	Ballantine Beer & Ale *J. Walter Thompson Co*
+BALLARD & BALLARD CO. *(9th Week on CBS)* **+Renfro Valley Folks** Hillbilly Variety	Tues. thru Fri. 8:15–8:30 a.m. 18 CBS stations ORIGINATES: WHAS	Ballard's Obelisk Flour *Henri, Hurst & McDonald, Inc.*
BAYER COMPANY *(392nd Week on CBS)* **American Melody Hour** with Vivian della Chiesa, Conrad Thibault, Remo Bolognini, orchestra and chorus	Tuesday 7:30–8:00 p.m. 77 CBS stations ORIGINATES: WABC	Bayer Aspirin *Blackett-Sample-Hummert*
Second Husband *Serial drama*	Thurs., Fri. 11:15–11:30 a.m. 40 CBS stations ORIGINATES: WABC	

+Program or client not listed in Winter Program Book.

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
BISODOL COMPANY *(530th Week on CBS)* **The Romance of Helen Trent** *Serial drama*	Wed., Thurs., Fri. 12:30–12:45 p.m. 52 CBS stations ORIGINATES: WBBM	Bisodol *Blackett-Sample-Hummert*
BOWEY'S, INC. *(201st Week on CBS)* **Stars Over Hollywood** Original drama with Knox Manning, MC, and guest stars	Saturday 12:30–1:00 p.m. 46 CBS stations ORIGINATES: KNX	Dari-Rich Products *Sorensen & Company*
CALIFORNIA FRUIT GROWERS EXCHANGE *(204th Week on CBS)* **Today at the Duneans** *Serial drama*	Friday 6:15–6:30 p.m. 41 CBS stations ORIGINATES: KNX	Sunkist Oranges Sunkist Lemons *Foote, Cone & Belding*
CAMPBELL SOUP COMPANY *(434th Week on CBS)* **+The Milton Berle Show** *Comedy*	Wednesday 9:30–10:00 p.m. 115 CBS stations ORIGINATES: WABC	Campbell's Soups Campbell's Tomato Juice *Ward Wheelock Company*
Radio Reader's Digest with Conrad Nagel, Lyn Murray's orchestra, and guest stars	Sunday 9:00–9:30 p.m. 67 CBS stations ORIGINATES: WABC	
CELANESE CORPORATION OF AMERICA *(65th Week on CBS)* **Great Moments in Music** with Jean Tennyson and guest stars *Musical program*	Wednesday 10:00–10:30 p.m. 117 CBS stations ORIGINATES: WABC	Celanese Products *Young & Rubicam, Inc.*
CHESEBROUGH MANUFACTURING COMPANY, CONSOLIDATED *(230th Week on CBS)* **Dr. Christian** with Jean Hersholt	Wednesday 8:30–8:55 p.m. *Rebroadcast* *11:30–11:55 p.m.* 114 CBS stations ORIGINATES: KNX	Vaseline Preparations *McCann-Erickson, Inc.*
CHEVROLET DEALERS *(86th Week on CBS)* **+John B. Kennedy** *News Commentator*	Tues. and Thurs. 6:30–6:45 p.m. *Rebroadcast* *Mon. and Thurs.* *12 mid.–12:15 a.m.* 116 CBS stations ORIGINATES: WABC	Institutional *Campbell-Ewald Co.*

+Program or client not listed in Winter Program Book.

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
CHRYSLER CORPORATION *(369th Week on CBS)* **Major Bowes' Amateurs**	Thursday 9:00–9:30 p.m. 63 CBS stations ORIGINATES: WABC	Institutional *Ruthrauff & Ryan, Inc.*
COCA-COLA COMPANY *(189th Week on CBS)* **Pause That Refreshes On the Air** with Andre Kostelanetz and his 45-piece orchestra, Ted Cott, and guest soloists *Music*	Sunday 4:30–5:00 p.m. 118 CBS stations ORIGINATES: WABC	Coca-Cola *D'Arcy Advertising Company, Inc.*
COLGATE-PALMOLIVE-PEET COMPANY *(377th Week on CBS)* **Al Jolson** with Monty Woolley, Carol Bruce, Fred Uttal and Ray Bloch's Orchestra	Tuesday 8:30–8:55 p.m. *Rebroadcast* *12:00 mid.–12:25 a.m.* 76 CBS stations ORIGINATES: KNX	Colgate Tooth Powder *Sherman & Marquette, Inc.*
Hobby Lobby with Dave Elman and Harry Salter's Orchestra	Saturday 8:30–8:55 p.m. *Rebroadcast* *11:30–11:55 p.m.* 72 CBS stations ORIGINATES: WABC	Palmolive Shave Cream *Ted Bates, Inc.*
CONTINENTAL BAKING CO., INC. *(430th Week on CBS)* **Bachelor's Children** *Serial drama*	Mon. thru Fri. 10:45–11:00 a.m. *Rebroadcast* *3:45–4:00 p.m.* 45 CBS stations ORIGINATES: WBBM	Wonder Bread *Ted Bates, Inc.*
CONTINENTAL RADIO & TELEVISION CORP. *(26th Week on CBS)* **World News Today** *News*	Sunday 2:30–2:55 p.m. 42 CBS stations ORIGINATES: WABC	Admiral Radio Institutional *Cruttenden & Eger*
CORN PRODUCTS REFINING CO. *(339th Week on CBS)* **Stage Door Canteen** *Variety*	Thursday 9:30–10:00 p.m. 53 CBS stations ORIGINATES: WABC	Mazola *C. L. Miller Company*

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
CURTISS CANDY COMPANY *(131st Week on CBS)* **News** with Warren Sweeney	Sat., Sun. 11:00–11:05 a.m. 113 CBS stations ORIGINATES: WABC	Candy *C. L. Miller Company*
ELGIN NATIONAL WATCH CO. *(24th Week on CBS)* **The Man Behind the Gun** *Drama*	Sunday 10:30–11:00 p.m. 53 CBS stations ORIGINATES: WABC	Institutional *J. Walter Thompson Co.*
EMERSON DRUG COMPANY *(152nd Week on CBS)* **Vox Pop** with Parks Johnson and Warren Hull *Interviews*	Monday 8:00–8:30 p.m. 74 CBS stations ORIGINATES: ON TOUR	Bromo-Seltzer *Ruthrauff & Ryan, Inc.*
EVERSHARP, INC. *(183rd Week on CBS)* **Take It or Leave It** with Phil Baker *Quiz*	Sunday 10:00–10:30 p.m. 117 CBS stations ORIGINATES: KNX	Eversharp Pens and Pencils *The Biow Company*
GENERAL ELECTRIC *(57th Week on CBS)* **Frazier Hunt** *News and comments*	Tues., Thurs., Sat. 6:00–6:15 p.m. *Rebroadcast* *10:45–11:00 p.m.* 60 CBS stations ORIGINATES: WABC	Institutional *Maxon, Inc.*
GENERAL FOODS CORPORATION *(414th Week on CBS)* **Kate Smith Hour** with Kate Smith, Ted Collins, Jack Miller and his orchestra and guest stars *Music, comedy and drama*	Friday 8:00–8:30 p.m. *Rebroadcast* *12:00 mid.–12:30 a.m.* 116 CBS stations ORIGINATES: WABC	Jell-O Jell-O Puddings *Young & Rubicam, Inc.*
The Adventures of the Thin Man *Mystery*	Friday 8:30–8:55 p.m. *Rebroadcast* *12:30–12:55 a.m.* 114 CBS stations ORIGINATES: WABC	Sanka, Post Toasties *Benton & Bowles, Inc.*
Those We Love *Drama*	Sunday 2:00–2:30 p.m. 116 CBS stations ORIGINATES: KNX	Grape Nuts, Grapenuts Flakes, Wheatmeal *Young & Rubicam, Inc.*

** Program or client not listed in Winter Program Book.*

GENERAL FOODS CORPORATION *Continued*	Sunday 5:45–6:00 p.m. 81 CBS stations ORIGINATES: WABC	Sanka Coffee *Young & Rubicam, Inc.*
William L. Shirer *News*		
Kate Smith Speaks Ted Collins with the News *Talks and news*	Mon. thru Fri. 12 noon–12:15 p.m. 73 CBS stations ORIGINATES: WABC	Swansdown Cake Flour Calumet *Young & Rubicam, Inc.*
Joyce Jordan, M.D. *Serial drama*	Mon. thru Fri. 2:15–2:30 p.m. 78 CBS stations ORIGINATES: WABC	La France, Satina Post's Raisin Bran *Young & Rubicam, Inc.*
Young Dr. Malone *Serial drama*	Mon. thru Fri. 2:00–2:15 p.m. 88 CBS stations ORIGINATES: WABC	Post Toasties Post Bran Flakes *Benton & Bowles, Inc.*
We Love and Learn *Serial drama*	Mon. thru Fri. 2:30–2:45 p.m. 91 CBS stations ORIGINATES: WABC	Grape Nuts Flakes Wheatmeal *Young & Rubicam, Inc.*
GENERAL MILLS, INC. *(462nd Week on CBS)*	Mon. thru Fri. 10:15–10:30 a.m. *Rebroadcast* *11:30–11:45 a.m.* 42 CBS stations ORIGINATES: WABC	Wheaties *Knox Reeves Advertising, Inc.*
Kitty Foyle *Serial drama*		
Valiant Lady *Serial drama*	Mon. thru Fri. 10:00–10:15 a.m. *Rebroadcast* *11:15–11:30 a.m.* 41 CBS stations ORIGINATES: WABC	Bisquick *Knox Reeves Advertising, Inc.*
+B. F. GOODRICH CO. *(3rd Week on CBS)*	Mon. thru Fri. 6:55–7:00 p.m. *Rebroadcast* *Mon., Wed., Thurs.* *11:55–12 mid.* *Tues., 12:25–12:30 a.m.* *Fri., 12:55–1:00 a.m.* 115 CBS stations ORIGINATES: WTOP	Institutional *Batten, Barton, Durstine & Osborn, Inc.*
+Meaning of the News with Joseph C. Harsch *News*		
+GREAT ATLANTIC & PACIFIC TEA COMPANY *(119th Week on CBS)*	Wed. and Fri. 11:00–11:15 a.m. 32 CBS stations ORIGINATES: WTOP	A&P Store Services *Paris & Peart*
+Food News Round-up with Gunnar Back and Ruth Hadley *Food News*		

+Program or client not listed in Winter Program Book.

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
GULF OIL CORPORATION *(477th Week on CBS)* **We, the People, at War** with Milo Boulton and Oscar Bradley's orchestra *Real life experiences*	Sunday 7:30–8:00 p.m. 81 CBS stations ORIGINATES: WABC	Motor Oil and Gas *Young & Rubicam, Inc.*
INTERNATIONAL SILVER COMPANY *(264th Week on CBS)* **Edward R. Murrow** Broadcasting from London *News*	Sunday 6:00–6:15 p.m. 59 CBS stations ORIGINATES: LONDON AND WABC	International Sterling and 1847 Rogers Bros. Silverplate *Young & Rubicam, Inc.*
IRONIZED YEAST CO., INC. *(188th Week on CBS)* **Lights Out** *Mystery-drama*	Tuesday 8:00–8:30 p.m. *Rebroadcast* *11:30–12 mid.* 75 CBS stations ORIGINATES: KNX	Ironized Yeast *Ruthrauff & Ryan, Inc.*
JOHNS-MANVILLE CORPORATION *(87th Week on CBS)* **Cecil Brown** *News*	Mon. thru Fri. 8:55–9:00 p.m. 58 CBS stations ORIGINATES: WABC	Insulation *J. Walter Thompson Company*
JOHNSON & JOHNSON *(104th Week on CBS)* **Edwin C. Hill** The Human Side of the News	Tuesday 6:15–6:30 p.m. *Rebroadcast* *12:30–12:45 a.m.* 66 CBS stations ORIGINATES: WABC	Band-Aid *Young & Rubicam, Inc.*
KOLYNOS COMPANY *(530th Week on CBS)* **The Romance of Helen Trent** *Serial drama*	Mon. and Tuesday 12:30–12:45 p.m. 52 CBS stations ORIGINATES: WBBM	Kolynos *Blackett-Sample-Hummert*
Mr. Keen, Tracer of Lost Persons *Mystery-drama*	Wed., Thurs., Fri. 7:45–8:00 p.m. 48 CBS stations ORIGINATES: WABC	Kolynos Toothpaste
LADY ESTHER, LTD. *(486th Week on CBS)* **Screen Guild Players** *Drama*	Monday 10:00–10:30 p.m. 117 CBS stations ORIGINATES: KNX	Face Powder, Face Cream, Rouge, Lipstick and Nail Polish *Pedlar & Ryan, Inc.*

Program or client not listed in Winter Program Book.

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
LEVER BROTHERS COMPANY *(400th Week on CBS)* **Lux Radio Theater** Cecil B. DeMille, director, with stars of stage and screen *Drama*	Monday 9:00–10:00 p.m. 117 CBS stations 30 CBC stations ORIGINATES: KNX	Lux Toilet Soap, Lux Flake *J. Walter Thompson Company*
Burns and Allen *Comedy*	Tuesday 9:00–9:30 p.m. 116 CBS stations ORIGINATES: KNX	Swan Soap *Young & Rubicam, Inc.*
Mayor of the Town with Lionel Barrymore *Drama*	Wednesday 9:00–9:30 p.m. 119 CBS stations ORIGINATES: KNX	Rinso *Ruthrauff & Ryan, Inc.*
Aunt Jenny's Real Life Stories *Dramatic sketches*	Mon. thru Fri. 11:45–12 noon 50 CBS stations 30 CBC stations ORIGINATES: WABC	Spry *Ruthrauff & Ryan, Inc.*
Big Sister *Serial drama*	Mon. thru Fri. 12:15–12:30 p.m. 70 CBS stations 30 CBC stations ORIGINATES: WABC	Rinso *Ruthrauff & Ryan, Inc.*
Bright Horizon with Richard Kollmar *Serial drama*	Mon. thru Fri. 11:30–11:45 a.m. 46 CBS stations ORIGINATES: WABC	Swan Soap *Young & Rubicam, Inc.*
LEWIS-HOWE COMPANY *(43rd Week on CBS)* **Crumit and Sanderson** *Quiz*	Saturday 8:00–8:30 p.m. 52 CBS stations ORIGINATES: WABC	Tums *Roche, Williams & Cunnyngham, Inc.*
+LIBERTY MAGAZINE *(74th Week on CBS)* **+The Ghost Shift** *Drama*	Friday 6:10–6:15 p.m. 40 CBS stations ORIGINATES: WABC	Liberty Magazine *Warwick & Legler, Inc.*
LIGGETT & MYERS TOBACCO COMPANY *(544th Week on CBS)* **Harry James** and his Music Makers *Popular music*	Tues., Wed., Thurs. 7:15–7:30 p.m. *Rebroadcast* *11:15–11:30 p.m.* 117 CBS stations ORIGINATES: KNX	Chesterfield Cigarettes *Newell-Emmett Co.*

+Program or client not listed in Winter Program Book.

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
LOCKHEED AIRCRAFT CORP. *(21st Week on CBS)* **Ceiling Unlimited** *Aviation dramas*	Monday 7:15–7:30 p.m. *Rebroadcast* *11:15–11:30 p.m.* 56 CBS stations ORIGINATES: KNX	Institutional *Foote, Cone & Belding*
P. LORILLARD COMPANY *(275th Week on CBS)* **Sammy Kaye** and his orchestra *Popular music*	Wednesday 8:00–8:30 p.m. *Rebroadcast* *12 mid.–12:30 a.m.* 115 CBS stations ORIGINATES: WABC	Old Gold Cigarettes *J. Walter Thompson Co.*
†PABST SALES CO. *(1st Week on CBS)* **†Blue Ribbon Town** with Groucho Marx, Virginia O'Brien, Donald Dickson and Robert Armbruster's Orchestra *Comedy variety*	Saturday 10:15–10:45 p.m. 107 CBS stations ORIGINATES: KNX	Pabst Blue Ribbon Beer *Warwick & Legler, Inc.*
PACIFIC COAST BORAX CO. *(91st Week on CBS)* **Death Valley Days** *Drama*	Thursday 8:30–8:55 p.m. *Rebroadcast* *11:30–11:55 p.m.* 59 CBS stations ORIGINATES: WABC	20 Mule Team Borax, Boraxo 20 Mule Team Borax, Soap Chips *McCann-Erickson, Inc.*
THE PARKER PEN CO. *(40th Week on CBS)* **Eric Sevareid** *News*	Sat., Sun. 8:55–9:00 p.m. 114 CBS stations ORIGINATES: WABC	Quink *J. Walter Thompson Co.*
PET MILK SALES CORPORATION *(489th Week on CBS)* **Saturday Night Serenade** Bill Perry, tenor; Jessica Dragonette, soprano; Warren Sweeney, Gustave Haenschen's Orchestra and Chorus	Saturday 9:45–10:15 p.m. 63 CBS stations ORIGINATES: WABC	Irradiated Pet Milk *Gardner Advertising Company*
Mary Lee Taylor home economist *Household advice*	Tues. and Thurs. 11:00–11:15 a.m. 69 CBS stations ORIGINATES: KMOX	

†Program or client not listed in Winter Program Book.

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
PHILCO CORPORATION *(359th Week on CBS)* **Our Secret Weapon** Rex Stout debunks Axis propaganda	Friday 7:15–7:30 p.m. *Rebroadcast* *11:15–11:30 p.m.* 118 CBS stations ORIGINATES: WABC	Institutional *Sayre M. Ramsdell Associates, Inc.*
CHARLES H. PHILLIPS CHEMICAL CO. *(281st Week on CBS)* **Amanda of Honeymoon Hill** *Serial drama*	Wed., Thurs., Fri. 10:30–10:45 a.m. 40 CBS stations ORIGINATES: WABC	Phillips Toothpaste & Toothpowder *Blackett-Sample-Hummert*
PHILIP MORRIS & COMPANY, LTD. *(347th Week on CBS)* **Crime Doctor** *Mystery-drama*	Sunday 8:30–8:55 p.m. *Rebroadcast* *11:00–11:25 p.m.* 113 CBS stations ORIGINATES: WABC	Philip Morris Cigarettes *The Biow Company*
Philip Morris Playhouse Directed by Charles Martin, with guest stars and Ray Bloch's Orchestra *Drama*	Friday 9:00–9:30 p.m. *Rebroadcast* *11:30 p.m.–12 mid.* 114 CBS stations ORIGINATES: WABC	
+PRINCE MATCHABELLI PERFUMERY *(1st Week on CBS)* *Music* (April 18 only)	Sunday 1:30–1:45 p.m. 116 CBS stations ORIGINATES: WABC	Prince Matchabelli Perfume *Morse International I*
THE PROCTER & GAMBLE CO. *(440th Week on CBS)* **The Goldbergs** *Serial drama*	Mon. thru Fri. 1:45–2:00 p.m. 60 CBS stations ORIGINATES: WABC	Duz *Compton Advertising, Inc.*
+I Love A Mystery *Serial drama*	Mon. thru Fri. 7:00–7:15 p.m. *Rebroadcast* *11:00–11:15 p.m.* 66 CBS stations ORIGINATES: KNX	Ivory Soap Oxydol *Compton Advertising, Inc.*
Life Can Be Beautiful *Serial drama*	Mon. thru Fri. 1:00–1:15 p.m. 60 CBS stations 25 CBC stations ORIGINATES: WABC	Ivory Soap *Compton Advertising, Inc.*
Ma Perkins *Serial drama*	Mon. thru Fri. 1:15–1:30 p.m. 60 CBS stations ORIGINATES: WBBM	Oxydol *Blackett-Sample-Hummert*
Vic and Sade *Serial drama*	Mon. thru Fri. 1:30–1:45 p.m. 46 CBS stations ORIGINATES: WBBM	Ivory Flakes, Crisco *Compton Advertising, Inc.*

+Program or client not listed in Winter Program Book.

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
THE PROCTER & GAMBLE CO. *Continued* **Pepper Young's Family** *Serial drama*	Mon. thru Fri. 2:45–3:00 p.m. 25 CBS stations ORIGINATES: WBBM	Camay, Chipso *Pedlar & Ryan, Inc.*
PRUDENTIAL INSURANCE COMPANY OF AMERICA *(200th Week on CBS)* **Prudential Family Hour** with Gladys Swarthout and Deems Taylor, Al Goodman's Orchestra, and chorus	Sunday 5:00–5:45 p.m. 83 CBS stations ORIGINATES: WABC	Insurance Services *Benton & Bowles, Inc.*
THE QUAKER OATS COMPANY *(71st Week on CBS)* **That Brewster Boy** *Comedy drama*	Friday 9:30–10:00 p.m. 118 CBS stations ORIGINATES: WBBM	Quaker Food Products *Ruthrauff & Ryan, Inc.*
Aunt Jemima *Variety*	Sunday 2:55–3:00 p.m. 33 CBS stations ORIGINATES: WBBM	Aunt Jemima Pancake Flour *Sherman K. Ellis Co., Inc.*
R. J. REYNOLDS TOBACCO COMPANY *(517th Week on CBS)* **Blondie** The domestic adventures of the Bumsteads *Comedy*	Monday 7:30–8:00 p.m. *Rebroadcast* *10:30–11:00 p.m.* 114 CBS stations ORIGINATES: KNX	Camel Cigarettes Prince Albert Smoking Tobacco *William Esty & Company, Inc.*
Camel Comedy Caravan with Herb Shriner, Jack Carson, Connie Haines, Ken Niles and Freddy Rich's Orchestra	Friday 10:00–10:45 p.m. 117 CBS stations ORIGINATES: KNX	
Thanks to the Yanks with Bob Hawk *Quiz*	Saturday 7:30–8:00 p.m. *Rebroadcast* *11:00–11:30 p.m.* 114 CBS stations ORIGINATES: WABC	
ROMA WINE CO., INC. *(4th Week on CBS)* ***Grapevine Rancho** with Ransom Sherman and Leo Carillo *Comedy variety*	Thursday 8:00–8:30 p.m. *Rebroadcast* *12:30–1:00 a.m.* 86 CBS stations ORIGINATES: KNX	Roma Wines *McCann-Erickson, Inc.*

*Program or client not listed in Winter Program Book.

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
†SCHENLEY IMPORT CORP. **†Cresta Blanca Carnival** *Variety* Starts April 14	Wednesday 10:30–11:00 p.m. 61 CBS stations ORIGINATES: WABC	Cresta Blanca Wine *William H. Weintraub & Company, Inc.*
SCHUTTER CANDY COMPANY *(12th Week on CBS)* **Col. Stoopnagle's Stooparoos**	Sunday 1:45–2:00 p.m. 38 CBS stations ORIGINATES: WABC	Candies *Roche, Williams & Cunnyngham, Inc.*
†SERVEL, INC. **†Fashions for Rations** with Billie Burke *Household Advice* Starts April 3	Saturday 11:30 a.m.–12 Noon 68 CBS stations ORIGINATES: WABC	Institutional *Batten, Barton, Durstine & Osborn, Inc.*
†SOUTHERN COTTON OIL CO. *(25th Week on CBS)* **†The Singing Sweethearts** Frank Crumit and Julia Sanderson *Songs*	Mon. thru Fri. 3:00–3:15 p.m. 41 CBS stations ORIGINATES: WABC	Wesson Oil and Snowdrift *Kenyon & Eckhardt, Inc.*
E. R. SQUIBB & SONS *(143rd Week on CBS)* **Keep Working, Keep Singing, America** with Walter Cassel and David Ross *Songs*	Mon., Wed., Fri. 6:30–6:45 p.m. 61 CBS stations ORIGINATES: WABC	Squibb Products *Geyer, Cornell & Newell, Inc.*
TEXAS COMPANY *(305th Week on CBS)* **Texaco Star Theatre** starring Fred Allen, Jimmy Wallington, Al Goodman's Orchestra, Portland Hoffa, and guest vocalists *Comedy*	Sunday 9:30–10:00 p.m. 117 CBS stations 13 CBC stations ORIGINATES: WABC	Texaco Products *Buchanan & Co.*
U. S. TOBACCO COMPANY *(409th Week on CBS)* **Gay Nineties Revue** starring Beatrice Kay, Joe E. Howard, MC, Florodora Girls, Elm City Four, Jenny Lynn	Monday 8:30–8:55 p.m. *Rebroadcast 11:30–11:55 p.m.* 63 CBS stations ORIGINATES: WABC	Dill's Best Model Smoking Tobacco *Arthur Kudner, Inc.*

†Program or client not listed in Winter Program Book.

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
R. L. WATKINS CO. *(35th Week on CBS)*		
Second Husband *Serial drama*	Mon., Tues., Wed. 11:15–11:30 a.m. 40 CBS stations ORIGINATES: WABC	Dr. Lyons Toothpowder *Blackett-Sample-Hummert*
Amanda of Honeymoon Hill *Serial drama*	Mon., Tues. 10:30–10:45 a.m. 40 CBS stations ORIGINATES: WABC	Mulsified Coconut Oil Shampoo *Blackett-Sample-Hummert*
THE WELCH GRAPE JUICE CO. *(43rd Week on CBS)*		
Dear John with Irene Rich *Drama*	Sunday 6:15–6:30 p.m. 66 CBS stations ORIGINATES: KNX	Welch Products *H. W. Kastor & Sons Advertising Co., Inc.*
WM. WRIGLEY, JR., COMPANY *(563rd Week on CBS)*		
Sergeant Gene Autry *Air Corps dramatic series*	Sunday 6:30–7:00 p.m. 116 CBS stations ORIGINATES: LUKE FIELD, ARIZ.	Doublemint Gum *J. Walter Thompson Company*
The First Line *Drama*	Thursday 10:00–10:30 p.m. 115 CBS stations ORIGINATES: WBBM	Spearmint Gum *Arthur Meyerhoff & Co.*
Keep the Home Fires Burning *Musical series*	Mon. thru Fri. 5:45–6:00 p.m. 118 CBS stations ORIGINATES: WBBM	
CALIFORNIA PRUNE & APRICOT GROWERS ASSOCIATION *(55th Week on CBS)*		
Dick Joy and the News *News analyst*	Saturday 8:55–9:00 p.m. PWT ORIGINATES: KNX	California Prunes and Apricots *Long Advertising Service*
+CHEMICALS, INC. *(10th Week on CBS)*		
+Deane Dickason	Sunday 9:15–9:30 p.m. PWT ORIGINATES: KQW	Vano Household Chemical *Sidney Garfinkel Advertising Agency*
COLONIAL DAMES, INC. *(173rd Week on CBS)*		
+Dick Joy *News*	Sunday 8:25–8:30 p.m. PWT ORIGINATES: KNX	Cosmetics *Glasser, Gailey & Co.*
J. A. FOLGER & COMPANY *(58th Week on CBS)*		
+Harry W. Flannery *News analyst*	Saturday 5:30–5:45 p.m. PWT ORIGINATES: KNX	Folger's Coffee *Raymond R. Morgan Co.*

+Program or client not listed in Winter Program Book.

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
GENERAL CIGAR CO. *(364th Week on CBS)* **William Winter** *News analyst*	Sunday 9:00–9:15 p.m. PWT Wednesday 9:30–9:45 p.m. PWT ORIGINATES: KQW	Van Dyck Cigars *Federal Advertising Agency, Inc.*
GENERAL MILLS, INC. *(462nd Week on CBS)* **Sam Hayes** *News*	Mon. thru Fri. 4:15–4:30 p.m. PWT ORIGINATES: KNX	Drifted Snow Flour *Knox Reeves Advertising Inc.*
+Nelson Pringle *News analyst*	Mon. thru Fri. 7:45–8:00 a.m. PWT ORIGINATES: KNX	Wheaties *Knox Reeves Advertising, Inc.*
+GRAYSON'S SHOPS, INC. *(3rd Week on CBS)* **+Stop or Go** with Ken Murray	Sunday 8:30–9:00 p.m. PWT ORIGINATES: KNX	Women's Apparel *Milton Weinberg Advertising Co.*
LOS ANGELES SOAP COMPANY *(182nd Week on CBS)* **Bob Andersen** *News*	Mon. thru Fri. 12:15–12:30 p.m. PWT ORIGINATES: KNX	White King Soap Sierra Pine Soap *Raymond R. Morgan Co.*
MANHATTAN SOAP CO. *(111th Week on CBS)* **Dick Joy** *News*	Mon., Wed., Fri. 7:30–7:45 a.m. PWT ORIGINATES: KNX	Sweetheart Soap *Franklin Bruck Advertising Corp.*
McKESSON & ROBBINS, INC. *(139th Week on CBS)* **+William Winter** *News analyst*	Tues., Thurs., Sat. 12:30–12:45 p.m. PWT ORIGINATES: KQW	Bexel *J. D. Tarcher & Co.*
THE MENNEN COMPANY *(151st Week on CBS)* **Dick Joy** *News*	Tues., Thurs., Sat. 7:30–7:45 a.m. PWT ORIGINATES: KNX	Talcum Powder, Lather Shave Cream, Brushless Shave *Russell M. Seeds Co., Inc.*
MENTHOLATUM COMPANY *(25th Week on CBS)* **Phil Stearns** *News*	Sunday 5:45–5:55 p.m. PWT ORIGINATES: KQW	Mentholatum Salve *J. Walter Thompson Co.*

+Program or client not listed in Winter Program Book.

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
PETER PAUL INC. *(129th Week on CBS)* **Truman Bradley** *News* **Bob Andersen** *News*	Mon., Fri. 5:45–5:55 p.m. PWT ORIGINATES: KNX Wednesday 5:45–5:55 p.m. PWT ORIGINATES: KNX	Candy Bars *Brisacher, Davis & Staff*
PLANTERS NUT AND CHOCOLATE COMPANY *(127th Week on CBS)* **William Winter** *News analyst* **Harry W. Flannery** *News analyst*	Mon., Wed., Fri. 12:30–12:45 p.m. PWT Sunday 5:30–5:45 p.m. PWT ORIGINATES: KQW Tues. and Thurs. 5:30–5:45 p.m. PWT ORIGINATES: KNX	Planters Peanut Oil, Salted Peanuts *Raymond R. Morgan Co.*
PLOUGH, INC. *(26th Week on CBS)* **Don't You Believe It** with Ken Niles	Saturday 9:45–10:00 p.m. PWT ORIGINATES: KNX	St. Joseph's Aspirin Penetro Products *Lake-Spiro-Shurman Inc.*
SOIL OFF MANUFACTURING COMPANY *(113th Week on CBS)* **Truman Bradley** *News*	Tues., Thurs., Sat. 5:45–5:55 p.m. PWT ORIGINATES: KNX	"Soil Off" for all painted surfaces *Buchanan & Co.*
BEKINS VAN AND STORAGE CO. *(80th Week on CBS)* **Harry W. Flannery** *News analyst*	Mon., Wed., Fri. 5:30–5:45 p.m. PWT ORIGINATES: KNX	Moving and Storage *Brooks Advertising Agency*
THE PROCTER & GAMBLE CO. *(440th Week on CBS)* ✦**Truman Bradley** *News*	Mon., Wed., Fri. 2:30–2:45 p.m. PWT ORIGINATES: KNX	Dash *Pedlar & Ryan, Inc.*

✦*Program or client not listed in Winter Program Book.*

CBS SUSTAINING PROGRAMS

are chosen because they are *timely, exciting,* and *balanced.* These three standards of selection produce a diverse, flexible program schedule, carefully designed to win and retain the interest of millions of listeners. To maintain its flexibility—to continue to present the most highly contemporary and most stimulating sustaining programs on the air—Columbia finds it necessary from time to time to alter some details in its schedule. These day-to-day and even hour-to-hour changes are reported, when possible, in local newspaper radio listings.

For your convenience, the Columbia sustaining programs listed on the following pages are grouped in these classifications:

1. NEWS BROADCASTS . . . . . *Page 19*
2. WAR PROGRAMS . . . . . *Page 19*
3. EDUCATIONAL PROGRAMS . . . . . *Page 21*
4. SERIOUS MUSIC . . . . . *Page 23*
5. DRAMATIC SERIES . . . . . *Page 24*
6. RELIGIOUS BROADCASTS . . . . . *Page 25*
7. LIGHT ENTERTAINMENT . . . . . *Page 26*

CBS SHORT WAVE BROADCASTS . . . . . *Page 27*

SPECIAL BROADCASTS: WINTER . . . . . *Page 28*

NEWS BROADCASTS

News Summaries, Analyses and Broadcasts from Abroad

SCHEDULED PERIODS

MONDAY THRU SUNDAY

Columbia's air reporters—in foreign capitals, in New York and in Washington—cover the second world war in a regular news pattern, so dove-tailed with sponsored news programs as to afford frequent reports throughout the day.

News Broadcasts: Edward R. Murrow, Bob Trout, John Daly and Paul Manning from *London*; Charles Collingwood and Winston Burdett from *Algiers*; William Moorad from *Australia*; Webley Edwards from *Honolulu*; James Stewart from *Chungking*; Bill Downes from *Russia*; Howard K. Smith from *Berne*; Bernard Valery from *Stockholm*; Farnsworth Fowle from *Cairo*; Peter Muir from *New Delhi*; Herbert Clark from *Buenos Aires*; Quincy Howe, Cecil Brown, Major George Fielding Eliot, William L. Shirer, Larry Leseur, Ned Calmer and Doug Edwards from *New York*; Eric Sevareid, Leigh White, Albert Leitch, John Purcell, Robert Lewis and William Costello from *Washington*; 8:00–8:15 a.m., MONDAY THRU SATURDAY; 6:45–6:55 p.m., MONDAY THRU FRIDAY; 11:00–11:10 p.m., MONDAY THRU SATURDAY; 9:00–9:15 a.m., SUNDAY THRU SATURDAY.

News Summaries: 4:00 p.m. and 6:00 p.m., MONDAY THRU FRIDAY; 12:55 a.m., MONDAY THRU SATURDAY; 1:30 p.m., SUNDAY.

News Analyses: 11:10–11:15 p.m., MONDAY AND WEDNESDAY, William Shirer; TUESDAY AND THURSDAY, Quincy Howe; FRIDAY, Cecil Brown; SATURDAY, Maj. George Fielding Eliot. *(See also sponsored news programs.)*

WAR PROGRAMS

Calling Pan-America

4:30–5:00 p.m.

EACH SATURDAY

CBS draws the Americas more closely together with a weekly program brought to Columbia listeners by short-wave. This series, which is heard throughout the Western Hemisphere, "calls" a different nation to the microphone each Saturday, and presents a vivid radio picture of its daily life, culture and music.

PROGRAM AND TIME	DESCRIPTION
"Chips" Davis, Commando 7:00–7:30 p.m. EACH SUNDAY	The soon-to-become-legendary exploits of the Commandos are presented in this weekly series of fictionalized dramas, based on fact. Robert Louis Shayon is the producer.
F.O.B. Detroit 3:30–4:00 p.m. EACH SATURDAY	From Detroit, arsenal of America, CBS brings the reports of leading industrialists on progress in the production of war materials. Music is supplied by the WJR orchestra and chorus.
God's Country 11:00–11:15 a.m. EACH MONDAY	In this program of Americana, selected by the BBC for rebroadcast in England, Milton Bacon visits obscure, out-of-the-way towns throughout the country and relates fascinating, little-known stories of the region. The famous folk-songs of the region are sung by the Cross-Roads Troubadours Quartet.
Green Valley, U.S.A. 4:15–4:30 p.m. MONDAY THRU FRIDAY	This five-times-a-week series mirrors the life of the average American family during wartime. It is produced by Hyman Brown.
Red Cross Reporter 9:15–9:30 a.m. EACH SATURDAY	Lindsay MacHarrie, chief of the radio section of the American Red Cross in London, interviews American service men in the British Isles. Through arrangements by the Red Cross, the families of men who appear on the program are notified in time to hear the broadcasts.
Report from London 4:15–4:30 p.m. EACH SATURDAY	Bob Trout, CBS London correspondent, reports the human interest stories of a people only 20 minutes by air from the enemy.
Report from Washington 4:00–4:15 p.m. EACH SATURDAY	William Costello of Columbia's news bureau in Washington presents an informal weekly summary of diplomatic, political and legislative currents and trends.

PROGRAM AND TIME	DESCRIPTION
Report to the Nation 7:00–7:30 p.m. EACH SATURDAY	This series presents a review and summary of the most vital news of the week and relates it to the American civilian and to the American in the armed forces. Paul White, CBS news editor, produces the program.
Soldiers With Wings 5:30–6:00 p.m. EACH SATURDAY New period starts April 24	This variety program is presented by the Air Cadets and Officers of the West Coast Air Force Training Center, in Santa Aña, California. Hollywood stars regularly appear as guests.
Spirit of '43 2:30–3:00 p.m. EACH SATURDAY	This series features pick-ups from training and war production centers. The historical background and development of a branch of the armed service or a war industry is given through interviews. Music is usually provided by a military band.
Trans-Atlantic Call, People to People 12 noon–12:30 p.m. EACH SUNDAY	BBC in London and CBS in New York alternate in an exchange series designed to help the English and the Americans better to understand each other. Lawrence Gilliam of the BBC supervises the London broadcasts and Norman Corwin, the Columbia programs.
Youth on Parade 10:00–10:30 a.m. EACH SATURDAY	Outstanding wartime achievements of the boys and girls of the nation. The program also presents dramatic sketches of the childhood of famous Americans.
CBS ADULT EDUCATION BOARD	*Invitation to Learning* and *The People's Platform* are presentations of the Department of Education, arranged with the counsel of Columbia's Adult Education Board whose members are: LYMAN BRYSON, chairman — HENRY R. LUCE STRINGFELLOW BARR — SPENCER MILLER, JR. WILLIAM BENTON — RUTH BRYAN ROHDE HARRY WOODBURN CHASE — THOMAS V. SMITH ROBERT I. GANNON, S.J. — WILLIAM ALLEN WHITE ALVIN S. JOHNSON — RAY LYMAN WILBUR JOSEPH H. WILLITS

WAR PROGRAMS
Continued

EDUCATIONAL PROGRAMS

PROGRAM AND TIME	DESCRIPTION
School of the Air of the Americas 9:15–9:45 a.m. (Eastern Time Zone) Rebroadcast 3:30–4:00 p.m. (Pacific Time Zone) MONDAY THRU FRIDAY Concludes April 21	Now in its fourteenth year on CBS, the program is broadcast in Canada and the United States. For the duration of the war, the program has been designated the official channel for news, information and instructions by the Office of War Information. MONDAY—*Science at Work* TUESDAY—*Music on a Holiday* WEDNESDAY—*New Horizons* THURSDAY—*Tales from Far and Near* FRIDAY—*This Living World*
Invitation to Learning 11:30–12 noon EACH SUNDAY	The world's great books are informally discussed by one of five chairmen—John Anderson, Irwin Edman, Lewis Gannett, Harry D. Gideonse and Louis Untermeyer—and special guests in a series which Time Magazine has called "the pearl of all educational programs."
The People's Platform 6:15–6:45 p.m. EACH SATURDAY	After more than four years on the air, this still remains one of radio's most interesting innovations in the field of public forums. Lyman Bryson entertains four guests at dinner and draws them into a completely-scriptless discussion of current problems, and an informal exchange of ideas.
Of Men and Books 3:00–3:30 p.m. EACH SATURDAY	Continuing the series in its sixth year on CBS, Professor John T. Frederick of Northwestern University discusses recently-published books and interviews their authors.
Adventures in Science 1:30–1:45 p.m. EACH SATURDAY	Watson Davis reports on "what's new in Science" and interviews prominent scientists in these broadcasts planned in conjunction with Science Service, Inc.
Columbia's Country Journal 1:00–1:30 p.m. EACH SATURDAY	Charles ("Chuck") Worcester conducts this weekly "radio newspaper" and delineator of the activities, problems, home life and opinions of American farm families. Farm legislation and new scientific farm methods are explained from Washington.

PROGRAM AND TIME	DESCRIPTION	
The Garden Gate 9:30–10:00 a.m. EACH SATURDAY	Tom Williams, "the old dirt dobber," horticultural expert of WLAC, Nashville, answers queries on trees, plants, birds and insects, and advises on wartime gardening. Representatives of the National Victory Garden Committee report on war gardens.	**EDUCATIONAL PROGRAMS** *Continued*
Highways to Health 1:45–2:00 p.m. EACH SATURDAY	A series of instructive medical talks, with each subject treated by a specialist in that field, arranged by the New York Academy of Medicine.	
New York Philharmonic Symphony Society 3:00–4:30 p.m. EACH SUNDAY **Columbia Broadcasting Symphony** (Starts May 2)	The week following the final Philharmonic concert of the season, April 18, there will be a special program featuring the Toronto Symphony Orchestra, with Sir Ernest MacMillan conducting the Mendelssohn Choir in a performance of Verdi's *Requiem*. Subsequent Sundays will be devoted to concerts by the Columbia Broadcasting Symphony, Howard Barlow and Bernard Herrman conducting.	**SERIOUS MUSIC**
Invitation to Music 11:30–12 Mid. EACH TUESDAY (Starts April 6)	A new series of great music at an hour not generally available for serious works. On these programs the following artists and groups will appear: Joseph Szigeti performing compositions by Bartok, Prokofieff, Berlioz, Beethoven and Tartini, accompanied by the Columbia Concert Orchestra, Howard Barlow conducting; the Harvard Glee Club and the Radcliffe Choral Society in a joint concert; the Schola Cantorum, Hugh Ross conducting; and Jesus Maria Sanroma, pianist.	
Egon Petri 11:05–11:30 a.m. EACH SUNDAY	This noted pianist will be presented in a series of broadcasts originating at Ithaca, N.Y. On April 18th, Mr. Petri will relinquish the period to the Duke University Glee Club; and the two following programs will feature Vera Brodsky, a favorite of Columbia listeners.	

	PROGRAM AND TIME	DESCRIPTION
SERIOUS MUSIC *Continued*	**Eileen Farrell and the Columbia Concert Orchestra** 10:45–11:00 p.m. EACH SATURDAY	This richly talented young soprano whom Columbia is proud to have discovered only last season, is presented in a series of concert songs, operatic arias and light opera favorites.
	E. Power Biggs, Organist 9:15–9:45 a.m. EACH SUNDAY	Playing on the baroque organ in the Germanic Museum at Cambridge, this noted musician broadcasts the world's finest organ music.
	Columbia's Weekday Schedule of Fine Music 3:30–4:00 p.m. MONDAY THRU FRIDAY	*Monday:* Eileen Farrell, soprano, accompanied by the Columbia Concert Orchestra under the direction of Howard Barlow. *Tuesday:* William Primrose, violist. *Starts May 4:* Joseph Schuster, cellist, and Nadia Reisenberg, pianist. *Wednesday:* Columbia Concert Orchestra, with Bernard Herrmann conducting. *Starts May 5:* The League of Composers broadcasts with Howard Barlow conducting the Columbia Concert Orchestra. *Starts May 26:* Excerpts from seldom-heard operas by the Columbia Concert Orchestra under the direction of Bernard Herrmann. *Thursday:* Orchestral and chamber music by various instrumental units of the Eastman School of Music, Howard Hanson, Director. *Starts June 3:* Keyboard Concerts—performances by talented young pianists. *Friday:* A series of concert recitals by Joseph Szigeti, violinist and Andor Foldes, pianist.
DRAMATIC SERIES	**Corliss Archer** 10:30–11:00 p.m. EACH WEDNESDAY 8:00–8:30 p.m. EACH SUNDAY (Starts April 11)	William N. Robson produces this delightful serial comedy. Corliss Archer, the long-awaited feminine counterpart of Andy Hardy, is a typical, middle-teen high-school girl. Together with the other characters in the story, she provides entertainment for the whole family.

PROGRAM AND TIME	DESCRIPTION	
Let's Pretend 11:05–11:30 a.m. EACH SATURDAY	Like Tennyson's brook—and just as refreshing—this series of dramatizations of children's stories still goes on. It is still directed by Nila Mack...it still continues to delight the younger listeners . . . and it still wins the unqualified endorsement of parents and educators.	**DRAMATIC SERIES**
Suspense 9:30–10:00 p.m. EACH TUESDAY	CBS continues its spine-tingling thrill series with stories of excitement which have a full measure of the quality which gives the series its title. Production by William Spier.	
Joe and Ethel Turp 4:30–4:45 p.m. MONDAY THRU FRIDAY 3:15–3:30 p.m. (Starts April 12)	Originally scheduled as a three-times-a-week program, Damon Runyon's familiar and fantastic American couple now delight audiences every weekday afternoon with their domestic blunderings and bickerings.	
Mother and Dad 5:15–5:30 p.m. MONDAY THRU FRIDAY	A homey, living-room visit with Mother and Dad whose boy is in the service. To help rout their loneliness, they sing the songs we all know, and invite listeners to join the singing.	
This Life is Mine 9:45–10:00 a.m. MONDAY THRU FRIDAY	A new program which tells the story of a small-town schoolteacher in wartime America. The series, produced and directed by Charles G. Renier and supervised by Robert J. Landry, dramatizes the conflict between two philosophies—the sacrificing and the selfish.	
Church of the Air 10:00–10:30 a.m. 1:00–1:30 p.m. EACH SUNDAY	In its twelfth consecutive year, the pulpit of Columbia's *Church of the Air* continues to be impartially available, twice each Sunday to major religious faiths in America for complete freedom of expression so long as no message attacks the religious faith of others.	**RELIGIOUS BROADCASTS**

	PROGRAM AND TIME	DESCRIPTION
RELIGIOUS BROADCASTS *Continued*	**Wings Over Jordan** 10:30–11:00 a.m. EACH SUNDAY	This program of religious talks and spirituals presents outstanding Negro leaders in all fields of endeavor. Rev. Glenn T. Settle conducts the program which features the renowned thirty-voice Wings Over Jordan Choir.
	Salt Lake Tabernacle Choir and Organ 12:30–1:00 p.m. EACH SUNDAY	This is the oldest, consecutively-presented public service series in radio, having celebrated its 700th network broadcast on December 13th. The Tabernacle Choir is conducted by J. Spencer Cornwall and Richard P. Condie, assistant. Organists are Alexander Schreiner, Dr. Frank Asper and Wade N. Stephens.
LIGHT ENTERTAIN-MENT	**Jazz Laboratory** 10:00–10:30 p.m. EACH TUESDAY	What the Columbia Workshop has been to radio drama—that's what Jazz Laboratory is to music: a program enthusiastically experimental in its treatment of the work of contemporary composers. The series features the music and arrangements of Raymond Scott and his orchestra; Irving Kilodin, music editor of the New York Sun; and guest stars.
	Are You a Genius? 5:30–5:45 p.m. MONDAY THRU FRIDAY	A novel quiz program aimed directly at the radio listener who takes the place of the more familiar studio contestant. Ernest Chappell is master of ceremonies on this program which features musical interludes between questions, provided by Fred Feibel at the organ.
	Gordon MacRae 11:15–11:30 p.m. MONDAY THRU FRIDAY	This golden baritone is Columbia's new discovery of 1943. He is heard every weekday evening in a quarter hour of ballads and popular romantic songs, against the instrumental background of the Columbia Dance Band, Walter Gross conducting.
	Madeleine Carroll Reads 5:00–5:15 p.m. MONDAY THRU FRIDAY	Every afternoon, Madeleine Carroll gives brilliant voice to a new chapter of one of the great novels. The first novel read in this series was James Hilton's *Lost Horizon*; currently, Miss Carroll is reading the best-seller, *Jamaica Inn*, by Daphne Du Maurier.

PROGRAM AND TIME	DESCRIPTION	
Mountain Music 4:45–5:00 p.m. MONDAY THRU FRIDAY	Folk music from the hills. Mondays and Wednesdays the program originates in St. Louis; on Tuesdays and Thursdays the program features the "Renfro Valley Folks" from Louisville; Fridays the program comes from Denver.	**LIGHT ENTERTAINMENT**
Dance Orchestras **Various Hours** MONDAY THRU SUNDAY	Every night—and often during the day—CBS picks up the music of the ranking dance orchestras from all over the country.	
News and News Features In: ENGLISH FRENCH ITALIAN GERMAN POLISH SERBO-CROATIAN SLOVENE DUTCH CZECH ARABIC TURKISH	News in eleven languages—a comprehensive schedule of some 35 fifteen-minute periods, plus more than two hours of entertainment for American troops abroad—are prepared daily by the CBS Shortwave Department and are directed to listeners in Europe, Africa, the Near East and Asia over 9 powerful shortwave stations. The seven-day-a-week, "around the clock" schedule begins early in the day in New York and ends in the late afternoon, which is late afternoon and evening in the areas where the broadcasts are received.	**SPECIAL CBS SHORT WAVE BROADCASTS TO EUROPE AND THE EAST** *CBS Transmitters* *WCBX New York* *WCRC New York* *WCDA New York*
News and Entertainment to The Network of the Americas In: SPANISH PORTUGUESE	From late afternoon to early the next morning, Columbia programs are beamed to all Latin America via seven separate transmitters. News and news commentaries feature Columbia's Latin American broadcasting, and elaborate musical and dramatic programs round out the entertainment schedule.	**SPECIAL CBS SHORT WAVE BROADCASTS TO LATIN AMERICA** *CBS Transmitters* *WCBX New York* *WCRC New York* *WCDA New York*

SPECIAL BROADCASTS: WINTER

These special broadcasts, arranged by Columbia's "Talks" Department, are scheduled on a week to week, sometimes day to day, and even, on occasion, hour to hour basis. One result of this flexibility and timeliness is the following partial list of exclusive CBS programs, not included in the previous issue of THE COLUMBIA PROGRAM BOOK.

PUBLIC AFFAIRS

JAN. 1: Michael Straight, author and lecturer, speaking under the auspices of the Free World Association, discussed "The Hope of the United Nations," 4:30–4:45 p.m.

JAN. 6: Dr. George N. Shuster, President of Hunter College, spoke on "Loyal Americans of German Descent," 11:15–11:30 p.m.

JAN. 12: His Excellency, Dr. H. J. Van Mock, Netherlands Cabinet Minister, spoke on the anniversary of the Japanese invasion of the Indies, 10:30–10:45 p.m.

JAN. 13: Round-table discussion in connection with the Congress on Industrial Health in Chicago. Dr. Clarence Selby, Medical Consultant, General Motors; Dr. Orlen Johnson, AMA; Mr. Sterling Morton, President, Morton Salt Co.; and Dr. Robert Flynn, U. S. Public Health Service, spoke on this program, 3:00–3:15 p.m.

JAN. 13: W. P. Witherow, President, National Association of Manufacturers, spoke before the Associated Equipment Distributors Convention held in Chicago on "Industry and World Reconstruction," 11:15–11:30 p.m.

JAN. 14: Basil O'Connor, President, National Foundation for Infantile Paralysis, spoke on the opening of the annual fund-raising drive in the fight against Infantile Paralysis, 10:30–10:45 p.m.

JAN. 16: Joseph C. Grew, former Ambassador to Tokyo, spoke at the annual luncheon of the Women's National Republican Club on "The Spirit of 1943," 2:30–3:00 p.m.

JAN. 19: Philip Murray, President of the C.I.O., broadcasting from Pittsburgh, discussed the general legislative program of the C.I.O., 10:30–10:45 p.m.

JAN. 21: Eric A. Johnstone, President, U. S. Chamber of Commerce, speaking from Washington, discussed "The Frontiers of the Future," 10:30–10:45 p.m.

JAN. 24: Miguel Prado, President of Peru, spoke from Lima on the first anniversary of the breaking of relations by Peru with the Axis, 1:30–1:45 p.m.

FEB. 2: Senator Elbert D. Thomas of Utah addressed the Citizens' Conference on International Economic Union in Washington on "World Economic Organization and the Peace," 10:30–10:45 p.m.

FEB. 4: Stringfellow Barr, President of St. John's College, discussed the incidence of war on the colleges, 6:30–6:45 p.m.

FEB. 4: Will Rogers, new Representative from California, spoke from Washington on the subject, "Should Congress Explore the Peace Terms?" 10:30–10:45 p.m.

FEB. 9: James F. Byrnes, Director, Office of Economic Stabilization, speaking from Washington, discussed "Next Steps Against Inflation," 10:00–10:30 p.m.

FEB. 11: Wendell L. Willkie, addressing the Lincoln Day celebration of the Women's Republican Club of Indianapolis, spoke on "Lincoln's Birthday," 10:30–10:45 p.m.

FEB. 15: Speaking from his office in the Treasury Department Building, Secretary of the Treasury Henry Morgenthau discussed the preparation of the 1942 Income Tax Returns, 6:15–6:30 p.m.

FEB. 16: Prentiss M. Brown, Director, Office of Price Administration, spoke from Washington on "Our Major Domestic Problem," 11:15–11:30 p.m.

FEB. 17: Mrs. William Kletzer, President, National Congress of Parents and Teachers, and Katharine F. Lenroot, Chief, U. S. Children's Bureau, speaking in connection with Founder's Day celebration of National Congress of Parents and Teachers in Washington, discussed the problems of children in the war, 3:15–3:30 p.m.

FEB. 18: Senator Charles O. Andrews of Florida spoke from Washington on "Why We are Fighting," 10:30–10:45 p.m.

FEB. 20: The Honorable Herbert C. Hoover, Dr. Rufus M. Jones of the American Friends Service Committee and Dr. Joseph R. Sizoo, Minister of the Collegiate Church of St. Nicholas, spoke on "Food for Europe's Children," 3:00–3:30 p.m.

FEB. 24: Dr. Everett R. Clinchy, President, National Conference of Christians and Jews, spoke in connection with the celebration of Brotherhood Week, 6:15–6:30 p.m.

MAR. 2: Madame Chiang Kai-shek, wife of the Chinese Generalissimo, spoke at a meeting arranged by the Citizens' Committee to Welcome Madame Chiang, 10:00–10:30 p.m.

MAR. 4: Martin Dies, Representative from Texas, spoke from Washington on "The Work of the Dies Committee," 10:30–10:45 p.m.

MAR. 9: Mrs. Franklin D. Roosevelt, Honorary President of the Girl Scouts, spoke in connection with the thirty-first anniversary of the Girl Scouts, Inc., on "The Role of Volunteer Leadership and Youth in Wartime," 10:30–10:45 p.m.

MAR. 11: Dr. Reinhold Niebuhr of the Union for Democratic Action broadcast "A Reply to Martin Dies," 10:30–10:45 p.m.

MAR. 15: Dr. Morris Fishbein, Editor, Journal of the American Medical Association, addressed the National Conference on the Need for Medical Planning for War and Post-War Medical Service, 3:15–3:30 p.m.

MAR. 15: Walter G. Andrews, Representative of New York, spoke from Washington on "Our War Effort," 6:15–6:30 p.m.

MAR. 16: Congressman Frank Carlson of Kansas spoke from Washington on "Pay-as-you-go" taxation being considered by Congress, 10:30–10:45 p.m.

MAR. 18: Speaking respectively from San Francisco and New York, Governors Warren of California and Edison of New Jersey addressed the Council of State Governors on "Post-War Reconstruction and Development in the States," 10:30–10:45 p.m.

MAR. 23: Clark M. Eichelberger, Director, Commission to Study the Organization of Peace, spoke on "The Search for Security," 10:30–10:45 p.m.

MAR. 25: Paul V. McNutt, Chairman, War Manpower Commission, speaking under the auspices of the American Association of School Administrators, discussed "Manpower and the Schools," 10:30–10:45 p.m.

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CBS PROGRAM BOOK SUPPLEMENT • MAY

NEW CBS SPONSORED PROGRAMS

CUDAHY PACKING COMPANY *(325th Week on CBS)* **Something to Talk About** *Starts May 24*	Mon. thru Fri. 4:30–4:45 p.m. 14 CBS Stations ORIGINATES: WBBM	Delrich Margarine *Grant Advertising, Inc.*
GILLETTE SAFETY RAZOR CO. *(108th Week on CBS)* **Kentucky Derby** *May 1 only*	Saturday 6:15–6:45 p.m. 122 CBS Stations ORIGINATES: LOUISVILLE	Safety Razors, Blades, and Shaving Cream *Maxon, Inc.*
HOLLAND FURNACE COMPANY *(4th Week on CBS)* To be announced *Starts May 3*	Mon., Wed., Fri. 9:45–10:00 a.m. 25 CBS Stations ORIGINATES: WBBM	Air-Conditioning and Heating Equipment *Roche, Williams & Cunnyngham, Inc.*
LIGGETT & MYERS TOBACCO COMPANY *(548th Week on CBS)* **This Is the Army** *Starts May 25*	Tuesday 9:30–10:30 p.m. 117 CBS Stations ORIGINATES: KNX	Chesterfield Cigarettes *Newell-Emmett Co.*
OWENS-ILLINOIS GLASS CO. **Your Home Front Reporter** *Starts May 10*	Mon. thru Fri. 4:00–4:25 p.m. 116 CBS stations ORIGINATES: WABC	Institutional *D'Arcy Advertising Company*
PRINCE MATCHABELLI PERFUMERY, INC. *(2nd Week on CBS)* **Stradavarii Orchestra** *May 2 only*	Sunday 4:15–4:30 p.m. 117 CBS Stations ORIGINATES: WABC	Prince Matchabelli Perfumes *Morse International, Inc.*
SHEFFORD CHEESE CO., INC. **Navy "E" Award** *April 22 only*	Thursday 4:00–4:30 p.m. 56 CBS Stations ORIGINATES: GREEN BAY, WISCONSIN	Institutional *Leo Burnett Co., Inc.*

CBS PROGRAM BOOK SUPPLEMENT • JUNE

NEW CBS SPONSORED PROGRAMS		
GENERAL ELECTRIC *(66th Week on CBS)* **The World Today** *Started May 31*	Mon. thru Sat. 6:45–6:55 p.m. 117 CBS stations ORIGINATES: WABC	Institutional *Maxon, Inc.*
PRINCE MATCHABELLI PERFUMERY, INC. *(3rd Week on CBS)* **Stradivari Orchestra** *May 16 only*	Sunday 4:00–4:15 p.m. 117 CBS stations ORIGINATES: WABC	Prince Matchabelli Perfumes *Morse International, Inc.*
E. R. SQUIBB & SONS *(151st Week on CBS)* **To be announced** *Starts June 13*	Sunday 8:00–8:30 p.m. *Rebroadcast* *11:30–12:00 Mid.* 117 CBS stations ORIGINATES: WABC	All Products *Geyer, Cornell & Newell, Inc.*
UNITED STATES RUBBER CO. *(54th Week on CBS)* **New York Philharmonic-Symphony** *Started May 23*	Sunday 3:00–4:30 p.m. 118 CBS stations ORIGINATES: WABC	Institutional *Campbell-Ewald Co., Inc., Eastern Division*
NEW CBS PACIFIC NETWORK PROGRAMS		
BEN HUR PRODUCTS, INC. **Hollywood Showcase** *Started April 30*	Friday 6:00–6:30 p.m. PWT ORIGINATES: KNX	Ben Hur Coffee *Barton A. Stebbins*
SIGNAL OIL COMPANY **Signal's Question of the Week** *Starts June 13*	Sunday 4:30–5:00 p.m. PWT ORIGINATES: KNX	All Products *Barton A. Stebbins*

NEW CBS PACIFIC NETWORK PROGRAMS

DWIGHT-EDWARDS COMPANY **World Today, and Chet Huntley** *Commentary* *Starts April 12*	Mon., Wed., Fri. 3:45–4:00 p.m. PWT ORIGINATES: WABC & KNX	Dwight-Edwards Coffee *McCann Erickson, Inc.*
KAY JEWELRY COMPANY **Bob Andersen** *News* *Starts May 2*	Sunday 5:45–5:55 p.m. PWT ORIGINATES: KNX	Jewelry *Sidney Garfinkel Advertising Agency*

MONTHLY CORRECTIONS · CBS SPONSORED PROGRAMS

Page 5	**CALIFORNIA FRUIT GROWERS EXCHANGE**	Add broadcasts on Monday and Wednesday, effective May 3.
Page 10	**LEVER BROTHERS COMPANY**	Add repeat broadcast 12:30–1:00 a.m. to "Mayor of the Town" program.
Page 10	**LIGGETT & MYERS TOBACCO COMPANY**	Change origination to WABC.
Page 14	**SCHENLEY IMPORT CORP.**	Change program listing to "Schenley's Cresta Blanca Carnival," Morton Gould's Orchestra, and guest stars.
Page 14	**SERVEL, INC.**	Change program listing to "Fashions in Rations." Change origination to KNX and WTOP.

MONTHLY CORRECTIONS · CBS PACIFIC NETWORK PROGRAMS

Page 16	**GENERAL CIGAR CO.**	Cancel Wednesday broadcast, 9:30–9:45 p.m. PWT, after May 5. Change time to Tuesday, 9:45–10:00 p.m., starting May 11.
Page 16	**MENTHOLATUM COMPANY**	Cancel program after April 4.

Page 4	**B. T. BABBITT, INC.**	Cancel program after May 14.
Page 5	**BOWEY'S, INC.**	Art Gilmore replaces Knox Manning as MC.
Page 5	**CHESEBROUGH MANUFACTURING COMPANY, CONSOLIDATED**	Change origination to WABC.
Page 6	**CHRYSLER CORPORATION**	Increase number of stations to 119.
Page 7	**ELGIN NATIONAL WATCH CO.**	Cancel program after May 30.
Page 7	**GENERAL ELECTRIC**	Cancel "Frazier Hunt" after May 29.
Page 7 *Page 8*	**GENERAL FOODS CORPORATION**	Cancel "Those We Love" after May 30. Change origination of "William L. Shirer," news, to BBC studios, London, England.
Page 8	**GREAT ATLANTIC & PACIFIC TEA COMPANY**	Cancel program after May 14.
Page 10	**LIBERTY MAGAZINE**	Cancel program after May 21.
Page 13	**THE QUAKER OATS COMPANY**	Change "Aunt Jemima" to "The Muffet Show."
May Supplement	**HOLLAND FURNACE COMPANY**	Program listing "Smilin' Ed McConnell."
May Supplement	**LIGGETT & MYERS TOBACCO COMPANY**	Cancel "This Is the Army."

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Page 15	**J. A. FOLGER & COMPANY**	Cancel program after May 29.
Page 16	**GENERAL CIGAR CO.**	Change time of Wednesday broadcast to Tuesday, 9:45–10:00 p.m. PWT. Change Tuesday program listing to: "Pacific Theater of War."
Page 16	**GENERAL MILLS, INC.**	Change origination of "Sam Hayes" to KQW.
Page 17	**PLANTERS NUT AND CHOCOLATE COMPANY**	Add Saturday broadcast to "Harry W. Flannery," 5:30–5:45 p.m. PWT, starting June 5.

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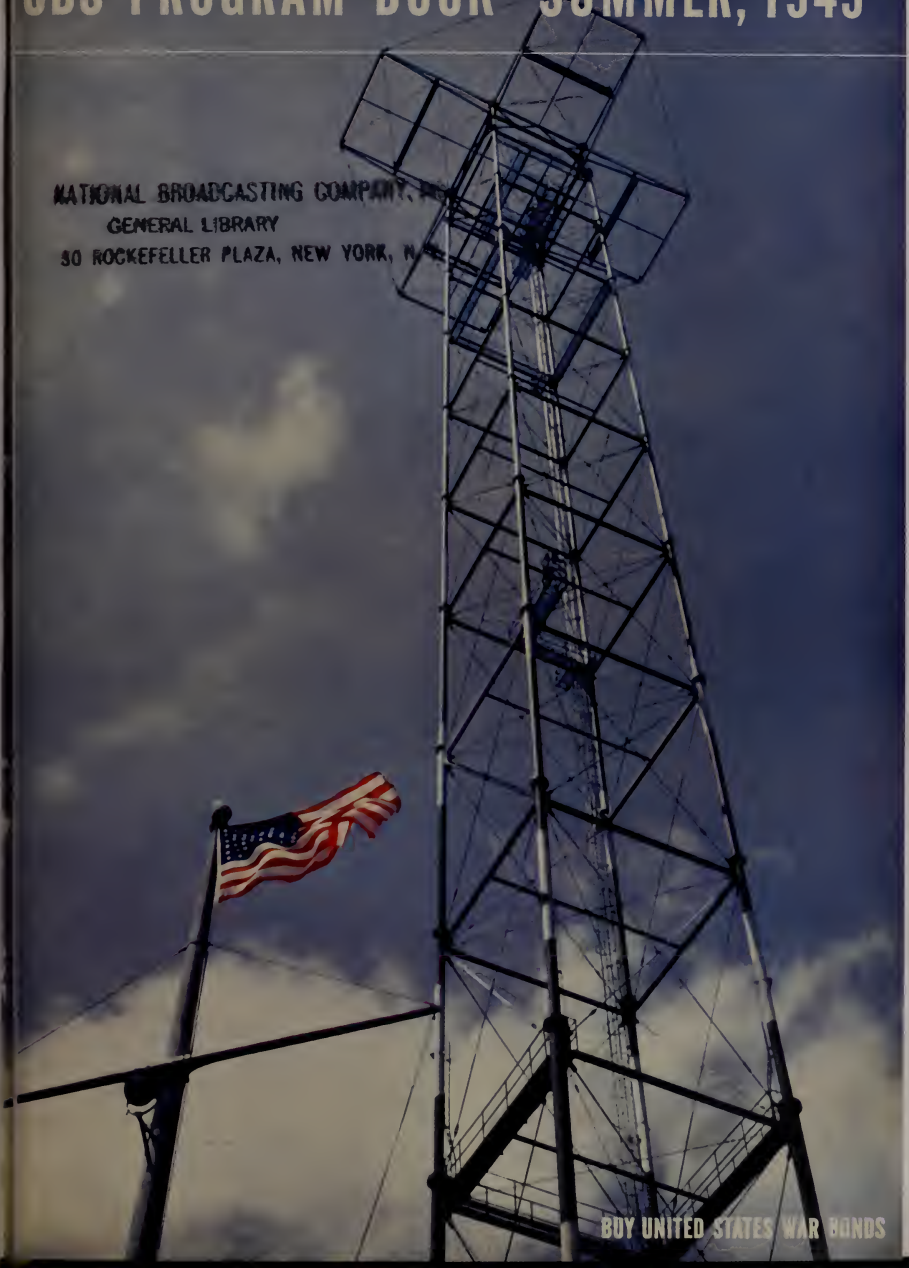

BUY UNITED STATES WAR BONDS

THE COVER: *Old Glory flies as a constant symbol of Columbia's primary objective—at the staff of the WABC transmitter on Columbia Island, in Long Island Sound, New York.*

SUMMER, 1943

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July 1, 1943

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All time listed on the following pages is Eastern War Time unless otherwise indicated.

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CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
AMERICAN TOBACCO COMPANY *(374th Week on CBS)*	Saturday 9:00–9:45 p.m. *Rebroadcast 12 mid.–12:45 a.m.* 118 CBS stations ORIGINATES: WABC	Lucky Strike Cigarettes *Foote, Cone & Belding*
Your Hit Parade Mark Warnow's Orchestra, Frank Sinatra, Joan Edwards, Hit Paraders Chorus		
ANACIN COMPANY *(335th Week on CBS)*	Mon. thru Fri. 12:45–1:00 p.m. 117 CBS stations ORIGINATES: WABC	Anacin *Blackett-Sample-Hummert*
Our Gal, Sunday		
Easy Aces *Serial Comedy-Drama*	Wed., Thurs., Fri. 7:30–7:45 p.m. 47 CBS stations ORIGINATES: WABC	
ARMSTRONG CORK COMPANY *(91st Week on CBS)*	Saturday 12 noon–12:30 p.m. 119 CBS stations ORIGINATES: WABC	Armstrong's Quaker Rugs *Batten, Barton, Durstine & Osborn, Inc.*
Armstrong's Theatre of Today *Drama*		
P. BALLANTINE & SONS *(17th Week on CBS)*	Monday 10:30–11:00 p.m. 45 CBS stations ORIGINATES: WABC	Ballantine Beer & Ale *J. Walter Thompson Co*
Three Ring Time with Guy Lombardo's Orchestra and Ogden Nash		
BALLARD & BALLARD CO. *(22nd Week on CBS)*	Tues. thru Fri. 8:15–8:30 a.m. 18 CBS stations ORIGINATES: WHAS	Ballard's Obelisk Flour *Henri, Hurst & McDonald, Inc.*
Renfro Valley Folks *Hillbilly variety*		
BAYER COMPANY *(405th Week on CBS)*	Tuesday 7:30–8:00 p.m. 117 CBS stations ORIGINATES: WABC	Bayer Aspirin *Blackett-Sample-Hummert*
American Melody Hour with Vivian della Chiesa, Conrad Thibault, Remo Bolognini, orchestra and chorus		
Second Husband *Serial drama*	Thurs., Fri. 11:15–11:30 a.m. 40 CBS stations ORIGINATES: WABC	
BISODOL COMPANY *(543rd Week on CBS)*	Wed., Thurs., Fri. 12:30–12:45 p.m. 117 CBS stations ORIGINATES: WBBM	Bisodol *Blackett-Sample-Hummert*
The Romance of Helen Trent *Serial drama*		

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
BOWEY'S, INC. *(214th Week on CBS)* **Stars Over Hollywood** Original drama with Art Gilmore, MC, and guest stars	Saturday 12:30–1:00 p.m. 16 CBS stations ORIGINATES: KNX	Dari-Rich Products *Sorensen & Company*
CALIFORNIA FRUIT GROWERS EXCHANGE *(217th Week on CBS)* **Today at the Duncans** *Serial drama*	Mon., Wed., Fri. 6:15–6:30 p.m. 41 CBS stations ORIGINATES: KNX	Sunkist Oranges Sunkist Lemons *Foote, Cone & Belding*
CAMPBELL SOUP COMPANY *(447th Week on CBS)* **†The Jack Carson Show** *Comedy, variety*	Wednesday 9:30–10:00 p.m. 118 CBS stations ORIGINATES: KNX	Campbell's Soups Campbell's Tomato Juice *Foote, Cone & Belding*
Radio Reader's Digest with Conrad Nagel, Lyn Murray's orchestra, and guest stars	Sunday 9:00–9:30 p.m. 117 CBS stations ORIGINATES: WABC	*Ward Wheelock Company*
CELANESE CORPORATION OF AMERICA *(78th Week on CBS)* **Great Moments in Music** with Jean Tennyson and guest stars *Musical program*	Wednesday 10:00–10:30 p.m. 118 CBS stations ORIGINATES: WABC	Celanese Products *Young & Rubicam, Inc.*
CHESEBROUGH MANUFACTURING COMPANY, CONSOLIDATED *(243rd Week on CBS)* **Dr. Christian** with Jean Hersholt	Wednesday 8:30–8:55 p.m. *Rebroadcast* *11:30–11:55 p.m.* 124 CBS stations ORIGINATES: KNX	Vaseline Preparations *McCann-Erickson, Inc.*
CHEVROLET DEALERS *(99th Week on CBS)* **John B. Kennedy** *News Commentator*	Tues. and Thurs. 6:30–6:45 p.m. *Rebroadcast* *10:45–11:00 p.m.* 120 CBS stations ORIGINATES: WABC	Institutional *Campbell-Ewald Co.*
CHRYSLER CORPORATION *(382nd Week on CBS)* **Major Bowes' Amateurs**	Thursday 9:00–9:30 p.m. 124 CBS stations ORIGINATES: WABC	Institutional *Ruthrauff & Ryan, Inc.*

†Program or talent not listed in Spring Program Book.

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
COCA-COLA COMPANY *(202nd Week on CBS)* **Pause That Refreshes On the Air** with Andre Kostelanetz and his 45-piece orchestra, Ted Cott, and guest soloists *Music*	Sunday 4:30–5:00 p.m. 120 CBS stations ORIGINATES: WABC	Coca-Cola *D'Arcy Advertising Company, Inc.*
COLGATE-PALMOLIVE-PEET COMPANY *(390th Week on CBS)* +**Judy Canova Show**	Tuesday 8:30–8:55 p.m. *Rebroadcast* *12:00 mid.–12:25 a.m.* 116 CBS stations ORIGINATES: KNX	Colgate Tooth Powder *Sherman & Marquette, Inc.*
Hobby Lobby with Dave Elman and Harry Salter's Orchestra	Saturday 8:30–8:55 p.m. *Rebroadcast* *11:30–11:55 p.m.* 116 CBS stations ORIGINATES: WABC	Palmolive Shave Cream *Ted Bates, Inc.*
CONTINENTAL BAKING CO., INC. *(443rd Week on CBS)* **Bachelor's Children** *Serial drama*	Mon. thru Fri. 10:45–11:00 a.m. *Rebroadcast* *3:45–4:00 p.m.* 45 CBS stations ORIGINATES: WBBM	Wonder Bread *Ted Bates, Inc.*
CONTINENTAL RADIO & TELEVISION CORP. *(39th Week on CBS)* **World News Today** *News*	Sunday 2:30–2:55 p.m. 42 CBS stations ORIGINATES: WABC	Admiral Radio Institutional *Cruttenden & Eger*
CORN PRODUCTS REFINING CO. *(352nd Week on CBS)* **Stage Door Canteen** *Variety*	Thursday 9:30–10:00 p.m. 53 CBS stations ORIGINATES: WABC	All Products *C. L. Miller Company*
+**CUDAHY PACKING COMPANY** *(331st Week on CBS)* +**Something to Talk About** *Talks*	Mon. thru Fri. 4:30–4:45 p.m. 14 CBS stations ORIGINATES: WBBM	Delrich Margarine *Grant Advertising, Inc.*
CURTISS CANDY COMPANY *(144th Week on CBS)* **News** with Warren Sweeney	Sat., Sun. 11:00–11:05 a.m. 114 CBS stations ORIGINATES: WABC	Candy *C. L. Miller Company*

+*Program or client not listed in Spring Program Book.*

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
EMERSON DRUG COMPANY *(165th Week on CBS)* **Vox Pop** with Parks Johnson and Warren Hull *Interviews*	Monday 8:00–8:30 p.m. 118 CBS stations ORIGINATES: ON TOUR	Bromo-Seltzer *Ruthrauff & Ryan, Inc.*
EVERSHARP, INC. *(196th Week on CBS)* **Take It or Leave It** with Phil Baker *Quiz*	Sunday 10:00–10:30 p.m. 118 CBS stations ORIGINATES: WABC	Eversharp Pens and Pencils *The Biow Company*
GENERAL ELECTRIC *(70th Week on CBS)* ***The World Today** *News*	Mon. thru Sat. 6:45–6:55 p.m. 112 CBS stations ORIGINATES: WABC	Institutional *Maxon, Inc.*
GENERAL FOODS CORPORATION *(427th Week on CBS)* **Kate Smith Hour** with Kate Smith, Ted Collins, Jack Miller and his orchestra and guest stars *Music, comedy and drama* Summer Hiatus, June 25-Oct. 1	Friday 8:00–8:30 p.m. *Rebroadcast* *12:00 mid. 12:30 a.m.* 116 CBS stations ORIGINATES: WABC	Jell-O Jell-O Puddings *Young & Rubicam, Inc.*
The Adventures of the Thin Man *Mystery*	Friday 8:30–8:55 p.m. *Rebroadcast* *12:30–12:55 a.m.* 117 CBS stations ORIGINATES: WABC	Sanka, Post Toasties *Benton & Bowles, Inc.*
William L. Shirer *News*	Sunday 10:30–10:45 p.m. 116 CBS stations ORIGINATES: BBC, LONDON	Grape Nuts, Grape Nuts Flakes *Young & Rubicam, Inc.*
Kate Smith Speaks Ted Collins with the News *Talks and news*	Mon. thru Fri. 12 noon–12:15 p.m. 109 CBS stations ORIGINATES: WABC	Swansdown Cake Flour Calumet *Young & Rubicam, Inc.*
Joyce Jordan, M.D. *Serial drama*	Mon. thru Fri. 2:15–2:30 p.m. 115 CBS stations ORIGINATES: WABC	La France, Satina Post's Raisin Bran *Young & Rubicam, Inc.*

**Program or client not listed in Spring Program Book.*

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
GENERAL FOODS CORPORATION *Continued*		
Young Dr. Malone *Serial drama*	Mon. thru Fri. 2:00–2:15 p.m. 115 CBS stations ORIGINATES: WABC	Post Toasties Post Bran Flakes *Benton & Bowles, Inc.*
We Love and Learn *Serial drama*	Mon. thru Fri. 2:30–2:45 p.m. 115 CBS stations ORIGINATES: WABC	Grape Nuts Flakes Wheatmeal *Young & Rubicam, Inc*
GENERAL MILLS, INC. *(175th Week on CBS)*		
Kitty Foyle *Serial drama*	Mon. thru Fri. 10:15–10:30 a.m. *Rebroadcast 11:30–11:45 a.m.* 43 CBS stations ORIGINATES: WABC	Wheaties *Knox Reeves Advertising, Inc.*
Valiant Lady *Serial drama*	Mon. thru Fri. 10:00–10:15 a.m. *Rebroadcast 11:15–11:30 a.m.* 42 CBS stations ORIGINATES: WABC	Bisquick *Knox Reeves Advertising, Inc.*
B. F. GOODRICH CO. *(16th Week on CBS)*		
Meaning of the News with Joseph C. Harsch *News*	Mon. thru Fri. 6:55–7:00 p.m. *Rebroadcast Mon., Wed., Thurs. 11:55–12 mid. Tues., 12:25–12:30 a.m. Fri., 12:55–1:00 a.m.* 122 CBS stations ORIGINATES: WTOP	Institutional *Batten, Barton, Durstine & Osborn, Inc.*
GULF OIL CORPORATION *(490th Week on CBS)*		
We, the People, at War with Milo Boulton and Oscar Bradley's orchestra *Real life experiences*	Sunday 7:30–8:00 p.m. 83 CBS stations ORIGINATES: WABC	Motor Oil and Gas *Young & Rubicam, Inc.*
+HOLLAND FURNACE COMPANY *(13th Week on CBS)*		
+Smilin' Ed McConnell *Talks*	Mon., Wed., Fri. 9:45–10:00 a.m. 35 CBS stations ORIGINATES: WBBM	Air-Conditioning and Heating Equipment *Roche, Williams & Cunnyngham, Inc.*
INTERNATIONAL SILVER COMPANY *(277th Week on CBS)*		
Silver Theater *Drama*	Sunday 6:00–6:30 p.m. 59 CBS stations ORIGINATES: WABC	International Sterling and 1847 Rogers Bros. Silverplate *Young & Rubicam, Inc.*

+Program or client not listed in Spring Program Book.

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
IRONIZED YEAST CO., INC. *(201st Week on CBS)* **Lights Out** *Mystery-drama*	Tuesday 8:00–8:30 p.m. *Rebroadcast* *11:30–12 mid.* 116 CBS stations ORIGINATES: KNX	Ironized Yeast *Ruthrauff & Ryan, Inc.*
JOHNS-MANVILLE CORPORATION *(100th Week on CBS)* **Cecil Brown** *News*	Mon. thru Fri. 8:55–9:00 p.m. 59 CBS stations ORIGINATES: WABC	Insulation *J. Walter Thompson Company*
JOHNSON & JOHNSON *(117th Week on CBS)* **Edwin C. Hill** The Human Side of the News	Tuesday 6:15–6:30 p.m. *Rebroadcast* *12:30–12:45 a.m.* 66 CBS stations ORIGINATES: WABC	Band-Aid *Young & Rubicam, Inc.*
KOLYNOS COMPANY *(543rd Week on CBS)* **The Romance of Helen Trent** *Serial drama*	Mon. and Tuesday 12:30–12:45 p.m. 117 CBS stations ORIGINATES: WBBM	Kolynos *Blackett-Sample-Hummert*
Mr. Keen, Tracer of Lost Persons *Mystery-drama*	Wed., Thurs., Fri. 7:45–8:00 p.m. 48 CBS stations ORIGINATES: WABC	Kolynos Toothpaste
LADY ESTHER, LTD. *(499th Week on CBS)* **Screen Guild Players** *Drama*	Monday 10:00–10:30 p.m. 118 CBS stations ORIGINATES: KNX	Face Powder, Face Cream, Rouge, Lipstick and Nail Polish *Pedlar & Ryan, Inc.*
LEVER BROTHERS COMPANY *(413th Week on CBS)* **Lux Radio Theater** Cecil B. DeMille, director, with stars of stage and screen *Drama* Summer Hiatus, July 12-Sept. 13	Monday 9:00–10:00 p.m. 118 CBS stations 30 CBC stations ORIGINATES: KNX	Lux Toilet Soap, Lux Flakes *J. Walter Thompson Company*
Burns and Allen *Comedy* Summer Hiatus, June 29-Aug. 31	Tuesday 9:00–9:30 p.m. 117 CBS stations ORIGINATES: KNX	Swan Soap *Young & Rubicam, Inc.*
Mayor of the Town with Lionel Barrymore *Drama*	Wednesday 9:00–9:30 p.m. *Rebroadcast* *12:30–1:00 a.m.* 120 CBS stations ORIGINATES: KNX	Rinso *Ruthrauff & Ryan, Inc.*

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
LEVER BROTHERS COMPANY *Continued*	Mon. thru Fri. 11:45–12 noon 51 CBS stations 30 CBC stations ORIGINATES: WABC	Spry *Ruthrauff & Ryan, Inc.*
Aunt Jenny's Real Life Stories *Dramatic sketches*		
Big Sister *Serial drama*	Mon. thru Fri. 12:15–12:30 p.m. 70 CBS stations 30 CBC stations ORIGINATES: WABC	Rinso *Ruthrauff & Ryan, Inc.*
Bright Horizon with Richard Kollmar *Serial drama*	Mon. thru Fri. 11:30–11:45 a.m. 46 CBS stations ORIGINATES: WABC	Swan Soap *Young & Rubicam, Inc.*
LEWIS-HOWE COMPANY *(56th Week on CBS)*	Saturday 8:00–8:30 p.m. 53 CBS stations ORIGINATES: WABC	Tums *Roche, Williams & Cunnyngham, Inc.*
Crumit and Sanderson *Quiz*		
LIGGETT & MYERS TOBACCO COMPANY *(557th Week on CBS)*	Tues., Wed., Thurs. 7:15–7:30 p.m. *Rebroadcast 11:15–11:30 p.m.* 119 CBS stations ORIGINATES: KNX	Chesterfield Cigarettes *Newell-Emmett Co.*
Harry James and his Music Makers *Popular music*		
LOCKHEED AIRCRAFT CORP. *(34th Week on CBS)*	Monday 7:15–7:30 p.m. *Rebroadcast 11:15–11:30 p.m.* 57 CBS stations ORIGINATES: KNX	Institutional *Foote, Cone & Belding*
Ceiling Unlimited *Aviation dramas*		
P. LORILLARD COMPANY *(288th Week on CBS)*	Wednesday 8:00–8:30 p.m. *Rebroadcast 12 mid.–12:30 a.m.* 117 CBS stations ORIGINATES: WABC	Old Gold Cigarettes *J. Walter Thompson Co.*
Sammy Kaye and his orchestra *Popular music*		
+OWENS-ILLINOIS GLASS CO. *(8th Week on CBS)*	Mon. thru Fri. 4:00–4:25 p.m. 118 CBS stations ORIGINATES: WABC	Institutional *D'Arcy Advertising Company*
+Your Home Front Reporter with Fletcher Wiley, Frank Parker, Eleanor Steber and David Broekman's orchestra		

+Program or client not listed in Spring Program Book.

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
PABST SALES CO. *(14th Week on CBS)* **Blue Ribbon Town** with Groucho Marx, Virginia O'Brien, Donald Dickson and Robert Armbruster's Orchestra *Comedy variety*	Saturday 10:15–10:45 p.m. 107 CBS stations ORIGINATES: KNX	Pabst Blue Ribbon Beer *Warwick & Legler, Inc.*
PACIFIC COAST BORAX CO. *(104th Week on CBS)* **Death Valley Days** *Drama*	Thursday 8:30–8:55 p.m. *Rebroadcast* *11:30–11:55 p.m.* 60 CBS stations ORIGINATES: WABC	20 Mule Team Borax, Boraxo 20 Mule Team Borax Soap Chips *McCann-Erickson, Inc.*
THE PARKER PEN CO. *(53rd Week on CBS)* ***Ned Calmer and the News**	Sat., Sun. 8:55–9:00 p.m. 115 CBS stations ORIGINATES: WABC	Quink *J. Walter Thompson Co.*
PET MILK SALES CORPORATION *(502nd Week on CBS)* **Saturday Night Serenade** Bill Perry, tenor; Jessica Dragonette, soprano; Warren Sweeney, Gustave Haenschen's Orchestra and Chorus **Mary Lee Taylor** Home economist *Household advice*	Saturday 9:45–10:15 p.m. 63 CBS stations ORIGINATES: WABC Tues. and Thurs. 11:00–11:15 a.m. 69 CBS stations ORIGINATES: KMOX	Irradiated Pet Milk *Gardner Advertising Company*
PHILCO CORPORATION *(372nd Week on CBS)* **Our Secret Weapon** Rex Stout debunks Axis propaganda	Friday 7:15–7:30 p.m. *Rebroadcast* *11:15–11:30 p.m.* 123 CBS stations ORIGINATES: WABC	Institutional *Sayre M. Ramsdell Associates, Inc.*
CHARLES H. PHILLIPS CHEMICAL CO. *(294th Week on CBS)* **Amanda of Honeymoon Hill** *Serial drama*	Wed., Thurs., Fri. 10:30–10:45 a.m. 41 CBS stations ORIGINATES: WABC	Phillips Toothpaste & Toothpowder *Blackett-Sample-Hummert*
PHILIP MORRIS & COMPANY, LTD. *(360th Week on CBS)* **Crime Doctor** *Mystery drama*	Sunday 8:30–8:55 p.m. *Rebroadcast* *11:00–11:25 p.m.* 115 CBS stations ORIGINATES: WABC	Philip Morris Cigarettes *The Biow Company*

**Program or client not listed in Spring Program Book.*

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
PHILIP MORRIS & COMPANY, LTD. *Continued*	Friday 9:00–9:30 p.m. *Rebroadcast 11:30 p.m.–12 mid.* 116 CBS stations ORIGINATES: WABC	Philip Morris Cigarettes *The Biow Company*
Philip Morris Playhouse Directed by Charles Martin, with guest stars and Ray Bloch's Orchestra *Drama*		
PRINCE MATCHABELLI PERFUMERY *(4th Week on CBS)*	Sunday 2:00–2:30 p.m. 117 CBS stations ORIGINATES: WABC	Prince Matchabelli Perfume *Morse International, Inc.*
Stradivari Orchestra *Music* (June 20 only)		
THE PROCTER & GAMBLE CO. *(453rd Week on CBS)*	Mon. thru Fri. 1:45–2:00 p.m. 56 CBS stations ORIGINATES: WABC	Duz *Compton Advertising, Inc.*
The Goldbergs *Serial drama*		
I Love A Mystery *Serial drama*	Mon. thru Fri. 7:00–7:15 p.m. *Rebroadcast 11:00–11:15 p.m.* 65 CBS stations ORIGINATES: KNX	Ivory Soap Oxydol *Compton Advertising, Inc.*
Life Can Be Beautiful *Serial drama*	Mon. thru Fri. 1:00–1:15 p.m. 57 CBS stations ORIGINATES: WABC	Ivory Soap *Compton Advertising, Inc.*
Ma Perkins *Serial drama*	Mon. thru Fri. 1:15–1:30 p.m. 59 CBS stations ORIGINATES: WBBM	Oxydol *Blackett-Sample-Hummert*
Vic and Sade *Serial drama*	Mon. thru Fri. 1:30–1:45 p.m. 40 CBS stations ORIGINATES: WBBM	Ivory Flakes, Crisco *Compton Advertising, Inc.*
Pepper Young's Family *Serial drama*	Mon. thru Fri. 2:45–3:00 p.m. ORIGINATES: WBBM	Camay, Ivory Flakes *Pedlar & Ryan, Inc.*
PRUDENTIAL INSURANCE COMPANY OF AMERICA *(213th Week on CBS)*	Sunday 5:00–5:45 p.m. 84 CBS stations ORIGINATES: WABC	Insurance Services *Benton & Bowles, Inc.*
Prudential Family Hour with Gladys Swarthout and Deems Taylor, Al Goodman's Orchestra, and chorus		

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
THE QUAKER OATS COMPANY *(84th Week on CBS)*		
That Brewster Boy *Comedy drama*	Friday 9:30–10:00 p.m. 117 CBS stations ORIGINATES: WBBM	Quaker Food Products *Ruthrauff & Ryan, Inc.*
†The Muffet Show *Music*	Sunday 2:55–3:00 p.m. 38 CBS stations ORIGINATES: WBBM	Muffets *Sherman K. Ellis Co., Inc.*
R. J. REYNOLDS TOBACCO COMPANY *(530th Week on CBS)*		
Blondie The domestic adventures of the Bumsteads *Comedy*	Monday 7:30–8:00 p.m. *Rebroadcast* *10:30–11:00 p.m.* 118 CBS stations ORIGINATES: KNX	Camel Cigarettes Prince Albert Smoking Tobacco *William Esty & Company, Inc.*
Camel Comedy Caravan Summer Hiatus, July 2-Oct. 8	Friday 10:00–10:30 p.m. 117 CBS stations ORIGINATES: KNX	
Thanks to the Yanks with Bob Hawk *Quiz*	Saturday 7:30–8:00 p.m. *Rebroadcast* *11:00–11:30 p.m.* 118 CBS stations ORIGINATES: WABC	
ROMA WINE CO., INC. *(17th Week on CBS)*		
†Roma Show with Charles Ruggles, Mary Astor and Mischa Auer *Comedy variety*	Thursday 8:00–8:30 p.m. *Rebroadcast* *12:00–12:30 a.m.* 89 CBS stations ORIGINATES: KNX	Roma Wines *McCann-Erickson, Inc.*
SCHENLEY IMPORT CORP. *(12th Week on CBS)*		
Schenley's Cresta Blanca Carnival Morton Gould's Orchestra, and Guest Stars *Variety*	Wednesday 10:30–11:00 p.m. 68 CBS stations ORIGINATES: WABC	Cresta Blanca Wine *William H. Weintraub & Company, Inc.*
SCHUTTER CANDY COMPANY *(25th Week on CBS)*		
Col. Stoopnagle's Stooparoos	Sunday 1:45–2:00 p.m. 41 CBS stations ORIGINATES: WABC	Candies *Roche, Williams & Cunnyngham, Inc.*

†Program or client not listed in Spring Program Book.

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
SERVEL, INC. *(26th Week on CBS)* **Fashions in Rations** with Billie Burke *Household Advice*	Saturday 11:30 a.m.–12 Noon 74 CBS stations ORIGINATES: KNX AND WTOP	Institutional *Batten, Barton, Durstine & Osborn, Inc.*
SOUTHERN COTTON OIL CO. *(38th Week on CBS)* **The Singing Sweethearts** Frank Crumit and Julia Sanderson *Songs*	Mon. thru Fri. 3:00–3:15 p.m. 41 CBS stations ORIGINATES: WABC	Wesson Oil and Snowdrift *Kenyon & Eckhardt, Inc.*
E. R. SQUIBB & SONS *(156th Week on CBS)* **+Calling America** with Bob Trout, Walter Cassell and Victor Bay's Orchestra	Sunday 8:00–8:30 p.m. *Rebroadcast 11:30–12:00 mid.* 120 CBS stations ORIGINATES: WABC	Squibb Products *Geyer, Cornell & Newell, Inc.*
TEXAS COMPANY *(318th Week on CBS)* **Texaco Star Theatre** James Melton, Joan Roberts, and Al Goodman's Orchestra	Sunday 9:30–10:00 p.m. 116 CBS stations ORIGINATES: WABC	Texaco Products *Buchanan & Co.*
+UNITED STATES RUBBER CO. *(58th Week on CBS)* **+New York Philharmonic-Symphony** *Music*	Sunday 3:00–4:30 p.m. 116 CBS stations ORIGINATES: WABC	Institutional *Campbell-Ewald Co., Inc., Eastern Division*
U. S. TOBACCO COMPANY *(422nd Week on CBS)* **Gay Nineties Revue** starring Lillian Leonard, Joe E. Howard, MC, Florodora Girls, Elm City Four, Jenny Lynn	Monday 8:30–8:55 p.m. *Rebroadcast 11:30–11:55 p.m.* 66 CBS stations ORIGINATES: WABC	Dill's Best Model Smoking Tobacco *Arthur Kudner, Inc.*
R. L. WATKINS CO. *(48th Week on CBS)* **Second Husband** *Serial drama*	Mon., Tues., Wed. 11:15–11:30 a.m. 40 CBS stations ORIGINATES: WABC	Dr. Lyons Toothpowder *Blackett-Sample-Hummert*
Amanda of Honeymoon Hill *Serial drama*	Mon., Tues. 10:30–10:45 a.m. 40 CBS stations ORIGINATES: WABC	Mulsified Coconut Oil Shampoo *Blackett-Sample-Hummert*

+Program or client not listed in Spring Program Book.

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
THE WELCH GRAPE JUICE CO. *(56th Week on CBS)* **Dear John** with Irene Rich *Drama*	Sunday 5:45–6:00 p.m. 66 CBS stations ORIGINATES: KNX	Welch Products *H. W. Kastor & Sons Advertising Co., Inc.*
WM. WRIGLEY, JR., COMPANY *(576th Week on CBS)* **Sergeant Gene Autry** *Air Corps dramatic series*	Sunday 6:30–7:00 p.m. 116 CBS stations ORIGINATES: ARMY AIR FIELDS	Doublemint Gum *J. Walter Thompson Company*
The First Line *Drama*	Thursday 10:00–10:30 p.m. 116 CBS stations ORIGINATES: WBBM	Spearmint Gum *Arthur Meyerhoff & Co.*
Keep the Home Fires Burning *Musical series*	Mon. thru Fri. 5:15–6:00 p.m. 116 CBS stations ORIGINATES: WBBM	
+BEN HUR PRODUCTS, INC. *(9th Week on CBS)* **+Hollywood Showcase** *Variety*	Friday 6:00–6:30 p.m. PWT ORIGINATES: KNX	Ben Hur Coffee *Barton A. Stebbins*
CALIFORNIA PRUNE & APRICOT GROWERS ASSOCIATION *(68th Week on CBS)* **Dick Joy and the News** *News analyst*	Saturday 8:55–9:00 p.m. PWT ORIGINATES: KNX	California Prunes and Apricots *Long Advertising Service*
CHEMICALS, INC. *(23rd Week on CBS)* **Deane Dickason**	Sunday 9:15–9:30 p.m. PWT ORIGINATES: KQW	Vano Household Chemical *Garfield & Guild*
COLONIAL DAMES, INC. *(186th Week on CBS)* **Dick Joy** *News*	Sunday 8:25–8:30 p.m. PWT ORIGINATES: KNX	Cosmetics *Glasser, Gailey & Co.*
+DWIGHT-EDWARDS COMPANY *(12th Week on CBS)* **+Chet Huntley** *News analyst*	Mon. thru Fri. 3:55–4:00 p.m. PWT ORIGINATES: KNX	Dwight-Edwards Coffee *McCann Erickson, Inc.*

+Program or client not listed in Spring Program Book.

COLUMBIA PACIFIC NETWORK
Continued

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
GENERAL MILLS, INC. *(475th Week on CBS)* **Sam Hayes** *News*	Mon. thru Fri. 4:15–4:30 p.m. PWT ORIGINATES: KQW	Drifted Snow Flour *Knox Reeves Advertising, Inc.*
Nelson Pringle *News analyst*	Mon. thru Fri. 7:45–8:00 a.m. PWT ORIGINATES: KNX	Wheaties *Knox Reeves Advertising, Inc.*
+LAMONT, CORLISS & COMPANY **+Eleanore King** *Beauty talks* Starts July 4	Sunday 9:00–9:15 p.m. PWT ORIGINATES: KNX	Pond's Cold Cream *J. Walter Thompson Co.*
LOS ANGELES SOAP COMPANY *(195th Week on CBS)* **Bob Andersen** *News*	Mon. thru Fri. 12:15–12:30 p.m. PWT ORIGINATES: KNX	White King Soap Sierra Pine Soap *Raymond R. Morgan Co.*
MANHATTAN SOAP CO. *(124th Week on CBS)* **Dick Joy** *News*	Mon., Wed., Fri. 7:30–7:45 a.m. PWT ORIGINATES: KNX	Sweetheart Soap *Franklin Bruck Advertising Corp.*
McKESSON & ROBBINS, INC. *(152nd Week on CBS)* **William Winter** *News analyst*	Tues., Thurs., Sat. 12:30–12:45 p.m. PWT ORIGINATES: KQW	Bexel *J. D. Tarcher & Co.*
THE MENNEN COMPANY *(164th Week on CBS)* **Dick Joy** *News*	Tues., Thurs., Sat. 7:30–7:45 a.m. PWT ORIGINATES: KNX	Talcum Powder, Lather Shave Cream, Brushless Shave *Russell M. Seeds Co., Inc.*
PETER PAUL INC. *(142nd Week on CBS)* **Truman Bradley** *News*	Mon., Fri. 5:45–5:55 p.m. PWT ORIGINATES: KNX	Candy Bars *Brisacher, Davis & Staff*
Bob Andersen *News*	Wednesday 5:45–5:55 p.m. PWT ORIGINATES: KNX	

+Program or client not listed in Spring Program Book.

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
PLANTERS NUT AND CHOCOLATE COMPANY *(140th Week on CBS)* **William Winter** *News analyst* **Harry W. Flannery** *News analyst*	Mon., Wed., Fri. 12:30–12:45 p.m. PWT Sunday 5:30–5:45 p.m. PWT ORIGINATES: KQW Tues., Thurs., Sat. 5:30–5:45 p.m. PWT ORIGINATES: KNX	Planters Peanut Oil, Salted Peanuts *Raymond R. Morgan Co.*
PLOUGH, INC. *(39th Week on CBS)* **Don't You Believe It** with Ken Niles	Saturday 9:45–10:00p.m.PWT ORIGINATES: KNX	St. Joseph's Aspirin Penetro Products *Lake-Spiro-Shurman, Inc.*
+SIGNAL OIL COMPANY *(3rd Week on CBS)* **+Signal's Question of the Week**	Sunday 4:30–5:00 p.m. PWT ORIGINATES: KNX	All Products *Barton A. Stebbins*
SOIL OFF MANUFACTURING COMPANY *(126th Week on CBS)* **Truman Bradley** *News*	Tues., Thurs., Sat. 5:45–5:55 p.m. PWT ORIGINATES: KNX	"Soil Off" for all painted surfaces *Buchanan & Co.*
+SPRECKELS SUGAR COMPANY *(2nd Week on CBS)* **+I Was There** *Real life experiences*	Monday 9:00–9:30 p.m. PWT ORIGINATES: KNX	Honeydew Brand Sugar *J. Walter Thompson Co.*
BEKINS VAN AND STORAGE CO. *(93rd Week on CBS)* **Harry W. Flannery** *News analyst*	Mon., Wed., Fri. 5:30–5:45 p.m. PWT ORIGINATES: KNX	Moving and Storage *Brooks Advertising Agency*
+KAY JEWELRY COMPANY *(9th Week on CBS)* **+Bob Andersen** *News*	Sunday 5:45–5:55 p.m. PWT ORIGINATES: KNX	Jewelry *Garfield & Guild*
THE PROCTER & GAMBLE CO. *(453rd Week on CBS)* **Truman Bradley** *News*	Mon., Wed., Fri. 2:30–2:45 p.m. PWT ORIGINATES: KNX	Dash *Pedlar & Ryan, Inc.*

COLUMBIA CALIFORNIA NETWORK

+Program or client not listed in Spring Program Book.

CBS SUSTAINING PROGRAMS

are chosen because they are *timely*, *exciting* and *balanced*. These three standards of selection produce a diverse, flexible program schedule, carefully designed to win and retain the interest of millions of listeners. To maintain its flexibility—to continue to present the most highly contemporary and most stimulating sustaining programs on the air—Columbia finds it necessary from time to time to alter some details in its schedule. These day-to-day and even hour-to-hour changes are reported, when possible, in local newspaper radio listings.

For your convenience, the Columbia sustaining programs listed on the following pages are grouped in these classifications:

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CBS SHORT WAVE BROADCASTS . . . . . *Page 27*

SPECIAL BROADCASTS: SPRING . . . . . *Page 28*

PROGRAM AND TIME	DESCRIPTION	
News Broadcasts 8:00–8:15 a.m. 11:00–11:10 p.m. MONDAY THRU SATURDAY 9:00–9:15 a.m. SUNDAY THRU SATURDAY	Columbia's air reporters—at the fighting fronts, in foreign capitals, in New York and in Washington—cover the war in a regular news pattern, so dovetailed with sponsored news programs as to afford frequent reports throughout the day.	NEWS
News Summaries 3:00 p.m. and 6:00 p.m. MONDAY THRU FRIDAY 12:55 a.m. MONDAY THRU SATURDAY 1:30 p.m. EACH SUNDAY	Edward R. Murrow, Larry Lesueur and Charles Collingwood report from London; John Daly from Algiers; William Moorad and William J. Dunn from Australia; Webley Edwards from Honolulu; James Stewart from Chungking; Bill Downs from Russia; Howard K. Smith from Berne; Bernard Valery from Stockholm; Winston Burdett and Farnsworth Fowle from Cairo; Herbert Clark from Buenos Aires; John Adams from Rio de Janeiro; James Fleming from Ankara; Quincy Howe, Cecil Brown, Major George Fielding Eliot, William L. Shirer, Ned Calmer and Doug Edwards from New York; Eric Sevareid, Leigh White, Albert Leitch, John Purcell, Robert Lewis and William Costello from Washington.	
News Analyses	11:10–11:15 p.m., MONDAY, Eric Sevareid; TUESDAY AND THURSDAY, Quincy Howe; WEDNESDAY AND FRIDAY, Cecil Brown; SATURDAY, Maj. George Fielding Eliot; SUNDAY, Everett Holles. 6:55 p.m. SATURDAY, Bob Trout. 1:30 p.m. SUNDAY, Edward R. Murrow. (See also sponsored news programs.)	
Calling Pan-America 4:30–5:00 p.m. EACH SATURDAY	CBS draws the Americas closer together with this weekly program short-waved from Latin-American capitals. The series "calls" a different nation to the microphone each Saturday, and presents a vivid radio picture of its life, culture and music. The program is heard throughout the Hemisphere.	WAR PROGRAMS
"Chips" Davis, Commando 7:00–7:30 p.m. EACH SUNDAY	Weekly dramatizations of adventures of the Commandos, based on fact; a thrilling program of desperate and realistic heroism.	

PROGRAM AND TIME	DESCRIPTION
F.O.B. Detroit 3:30–4:00 p.m. EACH SATURDAY	From Detroit, arsenal of America, CBS brings reports of leading industrialists on progress in the production of war materials. Music is supplied by the WJR orchestra and chorus.
God's Country 11:00–11:15 a.m. EACH MONDAY	In this program, selected by the BBC for rebroadcast in England, Milton Bacon, a great story teller, brings to life the legends and lost heroes of obscure American towns. The favorite folk songs of each region are sung by the Cross-Roads Troubadours quartet.
Green Valley, U.S.A. 3:45–4:00 p.m. MONDAY THRU FRIDAY	This is a five-a-week series of simple human dramas that portray the life of an average American family during wartime; a fortifying picture of America.
The Man Behind the Gun 7:00–7:30 p.m. Rebroadcast 9:00–9:30 p.m. EACH SATURDAY	In March 1943 this program received the George Foster Peabody Radio Award for "outstanding entertainment in drama." Each week's dramatization gives a vivid account of the experiences of men in America's fighting forces.
Red Cross Reporter 9:15–9:30 a.m. EACH SATURDAY	Lindsay MacHarrie, chief of the radio section of the American Red Cross in London, interviews American Service men in the British Isles. Families of these men are notified in time to hear the broadcasts.
Report from London 4:00–4:15 p.m. EACH SATURDAY	CBS correspondents in London report the human interest stories of a people only 20 minutes by air from the enemy.
Report to the Nation 9:00–9:30 p.m. EACH TUESDAY	This program presents a review and summary of the most vital news of the week and dramatizes it for the American civilian and the American in the armed forces.
Spirit of '43 2:30–3:00 p.m. EACH SATURDAY	This series features pick-ups from training and war production centers. The development of a branch of the armed service or a war industry is given through interviews. Music is usually provided by a military band.

PROGRAM AND TIME	DESCRIPTION	
Trans-Atlantic Call, People to People 12:30–1:00 p.m. EACH SUNDAY	BBC in London and CBS in New York alternate in an exchange series designed to help the English and the Americans better to understand each other.	WAR PROGRAMS
Youth on Parade 10:00–10:30 a.m. EACH SATURDAY	Outstanding wartime achievements of the boys and girls of the nation. The program also presents dramatic sketches of the childhood of famous Americans.	
Invitation to Music 11:30–12 midnight EACH TUESDAY	A weekly half-hour presenting great music at a time not generally available for serious works. The broadcasts of July 6 and July 13 feature Eileen Farrell, one of America's truly great sopranos, in songs and operatic arias. On July 20 Alexander Kipnis, famed baritone of the Metropolitan Opera, performs scenes from Moussorgsky's *Boris Godounoff*. Eminent soloists make later appearances. Each soloist is accompanied by the Columbia Concert Orchestra, Howard Barlow conducting.	SERIOUS MUSIC
Egon Petri 11:05–11:30 a.m. EACH SUNDAY	This distinguished Dutch pianist, a favorite of Columbia listeners, is presented in a series of Sunday recitals, the broadcasts originating at Cornell University, Ithaca, New York.	
E. Power Biggs, Organist 9:15–9:45 a.m. EACH SUNDAY	Playing on the baroque organ in the Germanic Museum at Cambridge, this noted musician broadcasts the world's finest organ music. In a special series of concerts to be given in joint sponsorship with Mrs. Elizabeth Sprague Coolidge, the organ programs will be expanded to include works written for various combinations of instruments with the organ. These concerts will feature not only organ concertos by the classic masters, such as Handel, Mozart, Bach and Purcell, but also compositions specially written for the series by contemporary American composers, among them Hanson, Harris, Piston and Sowerby. Assisting artists will be the Fiedler Sinfonietta and the Stradivarius Quartet.	

	PROGRAM AND TIME	DESCRIPTION
SERIOUS MUSIC *Continued*	**Eileen Farrell and the Columbia Concert Orchestra** 11:30–12 midnight EACH THURSDAY	This richly talented young soprano, whom Columbia is proud to have discovered less than two years ago, is presented in concert songs, operatic arias and light-opera favorites. She is accompanied by the Columbia Concert Orchestra, Howard Barlow conducting.
	Salt Lake Tabernacle Choir and Organ 12 noon–12:30 p.m. EACH SUNDAY	This is the oldest consecutively presented public-service series in radio, having celebrated its 728th network broadcast on June 27. The Tabernacle Choir is conducted by J. Spencer Cornwall and Richard P. Condie, assistant. Organists are Alexander Schreiner, Dr. Frank Asper and Wade N. Stephens.
	St. Louis Municipal Opera Company 2:00–2:30 p.m. EACH SUNDAY	This municipal opera, which this year celebrates its 25th anniversary, presents excerpts from the world's best-loved operettas in a series of Sunday programs.
LIGHT MUSIC	**Dance Orchestras** **Various Hours**	Every night—and often during the day—Columbia broadcasts the music of the ranking dance orchestras from all over the country.
	Joan Brooks 11:15–11:30 p.m. MONDAY THRU FRIDAY	This series presents the talented Miss Brooks, former Oklahoma school teacher, now nationally known for her singing of blues, with the accompaniment of Paul Baron's Orchestra.
	The Three Sisters 6:15–6:30 p.m. EACH THURSDAY	These real sisters, Beatrice, Geraldine and Margie Ross, specialize in modern interpretations of rhythm-songs and ballads. Their harmony is augmented by an instrumental group under the direction of Paul Baron.
	Sing Along 9:45–10:00 a.m. MONDAY THRU FRIDAY	This program provides a golden opportunity for all bathroom baritones and kitchen contraltos. It invites the listener to join as a soloist in the old-favorite harmonies of the Landt Trio.

PROGRAM AND TIME	DESCRIPTION	
Olga Coelho and El Charro Gil Trio 11:15–11:30 p.m. EACH SUNDAY	This brilliant concert soprano specializes in Brazilian folk songs, familiar and unfamiliar; voodoo chants: songs of the Argentine and of Chile. The Trio furnishes instrumental and vocal accompaniment.	**LIGHT MUSIC**
Jeri Sullavan 6:30–6:45 p.m. MONDAY, WEDNESDAY, FRIDAY	Accompanied by Paul Baron's Orchestra, the magnetic Miss Sullavan is heard three times a week in a program of popular songs and music.	
Johnny Gart Trio 3:30–3:45 p.m. MONDAY THRU FRIDAY	This unusual musical program presents popular songs of the past, with Johnny Gart, organist, Verlye Mills, harpist, and Buddy Sheppard, violinist.	
Golden Gate Quartet SUNDAY THRU FRIDAY	An exceptionally fine male quartet of Negro singers, who have been harmonizing together since their grammar school days in Norfolk, Virginia.	
Corliss Archer 8:00–8:30 p.m. EACH FRIDAY	Here is a delightful serial comedy about Corliss Archer, 15-year-old typical high school girl. She is complemented by understanding parents and a host of recognizable young people. The program provides entertainment for the whole family.	**DRAMATIC SERIES**
Flashgun Casey—Press Photographer 11:30–12:00 p.m. EACH WEDNESDAY (Starts July 7)	In episodes of adult realism, metropolitan news photographer Casey unravels complex mysteries and crimes with the aid of his camera. The dialogue is wittily worldly, the situations authentic and vivid.	
Let's Pretend 11:05–11:30 a.m. EACH SATURDAY	This series of dramatizations of children's stories has given new life to the beloved fairy tales of all literatures. The program has consistently earned the highest awards and honors during its long career under writer-producer-director Nila Mack. Delighting its younger listeners, it has also won the unqualified endorsement of parents and educators.	

	PROGRAM AND TIME	DESCRIPTION
DRAMATIC SERIES *Continued*	**Suspense** 10:00–10:30 p.m. EACH TUESDAY	CBS continues its spine-tingling thrill series with stories of excitement which have a full measure of suspense. Outstanding guest stars fill the cast each week.
	Mother and Dad 5:15–5:30 p.m. MONDAY THRU FRIDAY	Each visit with Mother and Dad brings a blend of poems, hymns, humorous gossip, kindly advice and song fests around the wheezy parlor organ. It is homespun entertainment with wide appeal.
	Joe and Ethel Turp 3:15–3:30 p.m. MONDAY THRU FRIDAY	Damon Runyon's familiar and fantastic American couple, Joe and Ethel Turp, now bring their domestic blunderings and bickerings to a wide audience each weekday afternoon. The series retains the full zest of Runyon's popular characterizations.
	This Life is Mine 9:30–9:45 a.m. MONDAY THRU FRIDAY	This serial tells the story of Eden Channing, young small-town school teacher. It dramatizes the eternal conflict between two philosophies of life, the self-serving and the self-sacrificing.
LIGHT ENTERTAIN-MENT	**Are You a Genius?** 5:30–5:45 p.m. MONDAY THRU FRIDAY	This is a novel quiz program aimed directly at the radio listener who takes the place of the more familiar studio contestant. Ernest Chappell acts as master of ceremonies and Fred Feibel at the organ provides musical interludes between questions.
	Broadway Bandbox 11:30–12:00 mid. FRIDAY TIME CHANGES JULY 19 TO 9:30–10:00 p.m. MONDAY	Frank Sinatra, most popular baritone of the day, is starred on this weekly melody-packed program. Raymond Scott, master of jive, and his orchestra complete the entertainment.
	Madeleine Carroll Reads 5:00–5:15 p.m. MONDAY THRU FRIDAY	Every afternoon Madeleine Carroll gives brilliant voice to a new chapter of one of the great novels. Miss Carroll dramatically vitalizes the printed page and reaches out to a wide audience who enjoy taking their literature aurally.

PROGRAM AND TIME	DESCRIPTION	
Quote—Ted Husing 10:45–11:00 p.m. EACH TUESDAY	Columbia's top sports reporter, Ted Husing, presents a weekly roundup of sports news and quotes from the columns of nationally known sports writers. The program gives an authoritative commentary on sports from table tennis to water polo.	LIGHT ENTERTAINMENT
Romance 9:00–9:30 p.m. EACH MONDAY	This new weekly series dramatizes love stories with adult sincerity and simplicity. Original romantic dramas as well as familiar love stories are brought to the microphone, with Kaye Brinker as the narrator.	
95 Minutes from Broadway 12:05–12:30 a.m. EACH MONDAY	Columbia's swiftly paced variety program originates each week at station WCAU, Philadelphia. Powers Gouraud, the Jericho Quintet and Johnny Warrington's Orchestra appear on this distinctly original show.	
CBS ADULT EDUCATION BOARD	CBS Educational Programs are presented by Columbia's Department of Education with the counsel of the CBS Adult Education Board, whose members are: LYMAN BRYSON, chairman STRINGFELLOW BARR WILLIAM BENTON HARRY WOODBURN CHASE ROBERT I. GANNON, S.J. ALVIN S. JOHNSON HENRY R. LUCE SPENCER MILLER, JR. RUTH BRYAN ROHDE THOMAS V. SMITH WILLIAM ALLEN WHITE RAY LYMAN WILBUR JOSEPH H. WILLITS	EDUCATIONAL PROGRAMS
The American School of the Air 9:15–9:45 a.m. Rebroadcast 3:30–4:00 p.m. MONDAY THRU FRIDAY Resumes October 11	Now in its fourteenth year on CBS, this program is broadcast in the United States and Canada. For the duration of the war, the program has been designated the official channel for news, information and instructions by the Office of War Information. MONDAY—Tools of Science TUESDAY—Gateway to Music WEDNESDAY—New Horizons—World Geography THURSDAY—Tales from Far and Near FRIDAY—This Living World	

PROGRAM AND TIME	DESCRIPTION
Invitation to Learning 11:30–12 noon EACH SUNDAY	In a series which Time Magazine has called "the pearl of all educational programs," the world's great books are informally discussed by leading scholars.
The People's Platform 6:15–6:45 p.m. EACH SATURDAY	Now completing its fifth year on the air, this program stands as one of radio's most interesting innovations in the field of public forums. Lyman Bryson entertains four guests and draws them into an informal discussion of current and post-war problems.
Of Men and Books 3:00–3:30 p.m. EACH SATURDAY	Continuing the series in its sixth year on CBS, Professor John T. Frederick of Northwestern University discusses recently published books and interviews their authors.
Adventures in Science 1:30–1:45 p.m. EACH SATURDAY	Watson Davis, director of Science Service, Inc., reports on what's new in science and interviews prominent scientists.
Columbia's Country Journal 1:00–1:30 p.m. EACH SATURDAY	Charles ("Chuck") Worcester conducts this weekly "radio farm magazine" and portrays the activities, problems, home life and opinions of America's farmers. A feature is a weekly news report from Washington and from farm regions throughout the country.
The Garden Gate 9:30–10:00 a.m. EACH SATURDAY	Tom Williams, "the old dirt dobber," horticultural expert of WLAC, Nashville, answers queries on wartime gardening. From Washington "Chuck" Worcester and distinguished guests report on victory gardening progress.
Highways to Health 1:45–2:00 p.m. EACH SATURDAY	A series of instructive medical talks, arranged by the New York Academy of Medicine, with each subject treated by a specialist.

PROGRAM AND TIME	DESCRIPTION	
Church of the Air 10:00–10:30 a.m. 1:00–1:30 p.m. EACH SUNDAY	In its twelfth consecutive year, the pulpit of Columbia's *Church of the Air* continues to be impartially available, twice each Sunday, to America's major religious faiths. During the past year many of the services have originated at Army camps and Navy bases, with Chaplains of the uniformed forces officiating.	**RELIGIOUS BROADCASTS**
Wings Over Jordan 10:30–11:00 a.m. EACH SUNDAY	This program of religious talks and spirituals presents outstanding Negro leaders in all fields of endeavor. Rev. Glenn T. Settle conducts the program, which features the renowned thirty-voice Wings Over Jordan Choir.	
The Chapel Singers 9:15–9:30 a.m. EACH MONDAY, WEDNESDAY AND FRIDAY	The fine old familiar hymns of all religious denominations, inspiringly sung by a male quartet. Each broadcast includes a brief reading from the Bible.	
News and News Features Beamed Overseas In: ENGLISH FRENCH ITALIAN GERMAN POLISH SERBO-CROATIAN DUTCH CZECH ARABIC TURKISH PERSIAN GREEK	News in 12 languages, plus more than three hours of entertainment for American troops abroad, is directed seven days a week to Europe, Africa, the Near East and Asia by the CBS Short Wave Department. This schedule begins in New York at 6:00 a.m.; suspends in the late afternoon when the Latin-American schedule begins. The European transmissions are resumed after midnight. The whole CBS short wave schedule is continuous, around the clock, except for brief maintenance periods for each transmitter.	**SPECIAL CBS SHORT WAVE BROADCASTS TO EUROPE AND THE EAST** *CBS Transmitters* *WCBX New York* *WCRC New York* *WCDA New York*
News and Entertainment to The Network of the Americas In: SPANISH PORTUGUESE	From late afternoon till midnight Columbia programs are beamed to all Latin America. News and news commentaries are featured on these CBS Latin-American broadcasts; elaborate musical and dramatic programs round out the entertainment schedule.	**SPECIAL CBS SHORT WAVE BROADCASTS TO LATIN AMERICA** *CBS Transmitters* *WCBX New York* *WCRC New York* *WCDA New York*

SPECIAL BROADCASTS: SPRING

These special broadcasts, arranged by Columbia's "Talks" Department, are scheduled on a week to week, sometimes day to day, and even, on occasion, hour to hour basis. One result of this flexibility and timeliness is the following partial list of exclusive CBS programs, not included in the previous issue of THE COLUMBIA PROGRAM BOOK.

PUBLIC AFFAIRS

APRIL 1: Dr. Alexander Loudon, Ambassador for Her Majesty, Queen Wilhelmina of the Netherlands, discussed the war effort of the Dutch people throughout the world, 10:30–10:45 p.m.

APRIL 6: Representative James W. Wadsworth, of New York, and Senator Edwin C. Johnson, of Colorado, spoke from Washington, D. C., on "Labor Conscription," 10:30–10:45 p.m.

APRIL 7: Under the auspices of the National Council of Women of the United States, Mrs. Harold V. Milligan spoke on "What Women Demand of a Post-War World," 5:15–5:30 p.m.

APRIL 13: Representative Frank Carlson, of Kansas, Representative John P. Newsome, of Alabama, and Representative Edward Hebert, of Louisiana, speaking from Washington, discussed a compromise pay-as-you-go tax plan, 10:30–10:45 p.m.

APRIL 15: Grant Taggart, President, National Association of Life Underwriters, spoke from Seattle, Washington in connection with the 2nd War Loan Drive, 10:30–10:45 p.m.

APRIL 15: Dr. Herbert V. Evatt, Attorney General and Minister for External Affairs in the Australian Government, speaking from Washington, D. C., discussed "The Pacific Situation," 6:15–6:30 p.m.

APRIL 21: Wendell L. Willkie spoke from Freedom House in New York City, and the Right Honorable Herbert Morrison, British Minister of Home Security and member of the British Inner War Cabinet, from London, England, in connection with the exhibit at Freedom House on the "London Blitz," 4:15–4:30 p.m.

APRIL 21: William Robbins, Assistant to Secretary of the Treasury Henry Morgenthau, Jr., and Director of the Sale of Government Securities, spoke from Washington, D. C., in connection with the 2nd War Loan Drive. His subject: "The Job Isn't Finished Yet," 6:15–6:30 p.m.

APRIL 27: Paul V. McNutt, Chairman, War Manpower Commission, reported on the progress of manpower utilization in connection with the 31st Annual Meeting and War Council of the Chamber of Commerce of the United States of America, 4:15–4:30 p.m.

APRIL 28: James Lawrence Fly, Chairman, Federal Communications Commission, discussed radio's support of the war effort, in

connection with the Radio War Conference of the National Association of Broadcasters, 3:15–3:30 p.m.

MAY 3: Speaking from Washington, D.C., Jan Ciechanowski, Polish Ambassador to Washington, Representative John McCormack of Massachusetts, Representative Joseph Martin of Massachusetts, and Representative B. J. Monkiewicz of Connecticut, commemorated the anniversary of Polish Constitution Day, 3:15–3:30 p.m.

MAY 3: Senator Tom Connally, of Texas, and Senator John A. Danaher, of Connecticut, debated "The Question of Anti-Strike Legislation," 10:30–10:45 p.m.

MAY 6: Secretary of the Treasury Henry Morgenthau, Jr. spoke from Washington, D. C., in praise of the public's cooperation during the 2nd War Loan Drive, 10:30–10:45 p.m.

MAY 12: Mrs. Franklin D. Roosevelt spoke from Carnegie Hall, New York City, in connection with the convention of the Textile Workers Union of America on "Labor's Role in the War Effort," 3:15–3:30 p.m.

MAY 13: Under the auspices of World Peaceways, Inc., Representative Will Rogers, Jr., of California, discussed "Is Congress Side-Tracking A Lasting Peace?", 10:30–10:45 p.m.

MAY 16: Vice-President Henry A. Wallace spoke from Central Park in connection with New York City's third annual observance of "I Am An American Day," 4:15–4:30 p.m.

MAY 20: Vernon Bartlett, Member of British Parliament, spoke on current developments and the post-war world from New York City, 10:30–10:45 p.m.

MAY 22: Dr. Eduard Benes, President of Czechoslovakia, in his first American broadcast, addressed the Chicago Council for Foreign Relations on "The Future of the Small Nations of Europe," 3:00–3:30 p.m.

MAY 25: Representative John W. Flannagan, Jr., of Virginia, and Representative J. W. Fulbright, of Arkansas, broadcasting from Washington, D. C., discussed "The Labor Situation And Legislation," 10:30–10:45 p.m.

MAY 29: Paul H. Appleby, Assistant Secretary of Agriculture and Chief Technical Advisor to the United Nations Conference on Food and Agriculture, reported on the Conference from Hot Springs, Virginia, 10:45–11:00 p.m.

JUNE 8: Herbert C. Hoover, former President of the United States, spoke before a dinner meeting at the American Farm Bureau Federation's convention in New York City, discussing the current food situation, 9:30–10:00 p.m.

JUNE 8: Dr. James E. Paullin, President-Elect of the American Medical Association, spoke from Chicago on "American Medicine Goes to War," 4:45–5:00 p.m.

JUNE 10: Dr. Fred H. Albee, Colonel, M.R.C., U. S. A., International President, International College of Surgeons, discussed "Advances in Surgery in This Present Global War," 3:30–3:45 p.m.

JUNE 10: John L. Sullivan, Assistant Secretary, Department of the Treasury, discussed the new pay-as-you-go tax law from Washington, D. C., 10:30–10:45 p.m.

JUNE 12: William Green addressed a meeting of the American Labor Conference on International Affairs on "American Labor in World Affairs," 2:05–2:30 p.m.

JUNE 22: Dr. Charles L. Fox, Jr., Department of Bacteriology, College of Physicians and Surgeons, Columbia University, discussed "New Developments in Treatment of War Wounds and Burns" in connection with the Wartime Conference of the Special Libraries Association, 4:45–5:00 p.m.

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NEW CBS SPONSORED PROGRAMS

ELECTRIC COMPANIES ADVERTISING PROGRAM **Report to the Nation** *Started July 27*	Tuesday 9:30–10:00 p.m. 124 CBS stations ORIGINATES: WABC	Institutional *N. W. Ayer & Son, Inc.*
GILLETTE SAFETY RAZOR CO. *(109th Week on CBS)* **All-Star Baseball Game** *July 13 only*	Tuesday 8:55–11:15 p.m. 128 CBS stations 21 CBC stations ORIGINATES: SHIBE PARK, PHILADELPHIA, PA.	Blades and Shaving Cream, and Institutional *Maxon, Inc.*
SCHUTTER CANDY COMPANY *(29th Week on CBS)* **The Coronet Little Show** *Started July 11*	Sunday 1:45–2:00 p.m. 41 CBS stations ORIGINATES: WBBM	Candies *Schwimmer & Scott*

NEW CBS PACIFIC NETWORK PROGRAMS

KELITE PRODUCTS, INC. *(4th Week on CBS)* **Agent V** with Frank Graham *Started July 4*	Sunday 7:45–8:00 p.m. PWT ORIGINATES: KNX	Kenu Cleansing Powder *Little & Company*

MONTHLY CORRECTIONS · CBS SPONSORED PROGRAMS

Page 5	**CALIFORNIA FRUIT GROWERS EXCHANGE**	Cancel program after July 30.
Page 5	**CAMPBELL SOUP COMPANY**	Change number of stations for "The Jack Carson Show" to 116. Change orchestra listing for "Radio Reader's Digest" to Don Bryan's orchestra.

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CBS PROGRAM BOOK SUPPLEMENT • SEPTEMBER

NEW CBS SPONSORED PROGRAMS

AMERICAN OIL COMPANY *(202nd Week on CBS)* **CBS World News** *Started August 19* **Edward R. Murrow** *Started August 22*	Thursday 6:00–6:15 p.m. 55 CBS stations ORIGINATES: WABC Sunday 1:30–1:45 p.m. 55 CBS stations ORIGINATES: BBC, LONDON	Amoco-Gas, American Gas and Services *Joseph Katz Company*
CAMPANA SALES CO. *(174th Week on CBS)* **Campana Serenade** *Starts September 4*	Saturday 1:00–1:25 p.m. 117 CBS stations ORIGINATES: KNX	Campana Balm, Dreskin, Coolies, DDD, Solitaire Make-Up *Wallace-Ferry-Hanly Co.*
ELGIN NATIONAL WATCH CO. *(33rd Week on CBS)* **The Man Behind the Gun** *Starts September 4*	Saturday 7:00–7:30 p.m. 60 CBS stations ORIGINATES: WABC	Institutional *J. Walter Thompson Co.*

NEW CBS PACIFIC NETWORK PROGRAMS

UNION OIL COMPANY *(100th Week on CBS)* **Point Sublime** *Started August 1*	Sunday 9:30–10:00 p.m. PWT ORIGINATES: KNX	All Products *Foote, Cone & Belding*

MONTHLY CORRECTIONS • CBS SPONSORED PROGRAMS

Page 4	**BALLARD & BALLARD CO.**	Change time, effective September 1, to: Wed. and Thurs., 8:15–8:30 a.m., Fri., 8:15–8:45 a.m., Sun., 9:00–9:30 a.m.
Page 5	**CHEVROLET DEALERS**	Cancel program after August 12.

Page 7	**GENERAL FOODS CORPORATION**	Change origination of "William L. Shirer," news, to WABC. Change product listing for "Kate Smith Speaks" to Grape Nuts and Grape Nuts Flakes. Total number of stations now 117.
Page 8	**HOLLAND FURNACE COMPANY**	Cancel program after July 30.
Page 8	**INTERNATIONAL SILVER COMPANY**	Change origination to KNX.
Page 9	**JOHNS-MANVILLE CORPORATION**	Bob Trout replaced Cecil Brown July 12 thru July 30.
Page 10	**LOCKHEED AIRCRAFT CORP.**	Change program listing to "James Hilton, Author." Time changes to Sunday, 2:00–2:30 p.m., effective Aug. 8.
Page 10	**OWENS-ILLINOIS GLASS CO.**	Change origination to KNX.
Page 13	**R. J. REYNOLDS TOBACCO COMPANY**	Change time of "Thanks to the Yanks" to Friday, 10:00–10:30 p.m., effective July 9.
Page 13	**SCHUTTER CANDY COMPANY**	Cancel "Colonel Stoopnagle's Stooparoos" after July 4.
Page 14	**TEXAS COMPANY**	Change program listing to "Texaco Summer Theater."
Page 15	**WM. WRIGLEY, JR., COMPANY**	Change program listing of "Keep the Home Fires Burning" to "American Women."

MONTHLY CORRECTIONS - CBS SPONSORED PROGRAMS (CONTINUED)

Page 6	**COLGATE-PALMOLIVE-PEET COMPANY**	"Inner Sanctum" replaces "Hobby Lobby," effective September 4.
Page 8	**B. F. GOODRICH CO.**	Bob Trout replaced Joseph C. Harsch August 16 thru August 27.
Page 9	**KOLYNOS COMPANY**	Change product listing for "The Romance of Helen Trent" to Benefax and Bi-So-Dol.
Page 10	**LOCKHEED AIRCRAFT CORP.**	Change program listing to "America—Ceiling Unlimited."
Page 11	**CHARLES H. PHILLIPS CHEMICAL CO.**	Change days of broadcast to Mon. thru Fri.
Page 14	**SERVEL, INC.**	Change origination to WABC and WTOP.
Page 14	**R. L. WATKINS CO.**	Cancel "Amanda of Honeymoon Hill."
Page 15	**WM. WRIGLEY, JR., COMPANY**	Change "Sergeant Gene Autry" program listing to "America in the Air," originating at WBBM.

MONTHLY CORRECTIONS - CBS PACIFIC NETWORK PROGRAMS

Page 16	**MANHATTAN SOAP CO.**	Change program listing to "News."
Page 16	**THE MENNEN COMPANY**	Change program listing to "News."

Page 15	**BEN HUR PRODUCTS, INC.**	Program should be listed under Columbia California Network.
Page 15	**CHEMICALS, INC.**	Change time to Monday, 8:15–8:30 p.m. PWT, effective August 9.
Page 17	**SPRECKELS SUGAR COMPANY**	Changesponsorto WESTERN SUGAR REFINERY and product to Sea Island Sugar.
Page 17	**THE PROCTER & GAMBLE CO.**	Cancel program after June 30.

CBS Program Book
Supplement for September
to be tipped in here

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FALL, 1943

THE COLUMBIA PROGRAM BOOK

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THE COLUMBIA BROADCASTING SYSTEM

485 Madison Avenue, New York 22, N. Y.

October 1, 1943

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†AMERICAN OIL COMPANY *(208th Week on CBS)*	Thursday 6:00–6:15 p.m. 51 CBS stations ORIGINATES: WABC	Amoco-Gas, American G and Services *Joseph Katz Company*
†CBS World News *News*		
†Edward R. Murrow *News*	Sunday 1:30–1:45 p.m. 56 CBS stations ORIGINATES: BBC, LONDON	
AMERICAN TOBACCO COMPANY *(387th Week on CBS)*	Saturday 9:00–9:45 p.m. *Rebroadcast* *12 mid.–12:45 a.m.* 119 CBS stations ORIGINATES: WABC	Lucky Strike Cigarettes *Foote, Cone & Beldin*
Your Hit Parade Mark Warnow's Orchestra, Frank Sinatra, Bea Wain, Hit Paraders Chorus		
ANACIN COMPANY *(348th Week on CBS)*	Mon. thru Fri. 12:45–1:00 p.m. 128 CBS stations ORIGINATES: WABC	Anacin *Blackett-Sample-Hummert*
Our Gal, Sunday *Serial drama*		
Easy Aces *Serial Comedy-Drama*	Wed., Thurs., Fri. 7:30–7:45 p.m. 49 CBS stations ORIGINATES: WABC	
The Romance of Helen Trent *Serial drama*	Mon., Tues. 12:30–12:45 p.m. 128 CBS stations ORIGINATES: WBBM	Benefax
ARMSTRONG CORK COMPANY *(104th Week on CBS)*	Saturday 12 noon–12:30 p.m. 120 CBS stations ORIGINATES: WABC	Armstrong's Quaker Rug *Batten, Barton, Dursti & Osborn, Inc.*
Armstrong's Theater of Today *Drama*		
P. BALLANTINE & SONS *(30th Week on CBS)*	Monday 10:30–11:00 p.m. 41 CBS stations ORIGINATES: WABC	Ballantine Beer & Ale *J. Walter Thompson C*
Three Ring Time with Guy Lombardo's Orchestra and Ogden Nash		
BALLARD & BALLARD CO. *(35th Week on CBS)*	Wed., Thurs. 8:15–8:30 a.m. Friday 8:15–8:45 a.m. Sunday 9:15–9:45 a.m. 21 CBS stations ORIGINATES: WHAS	Ballard's Obelisk Flour *Henri, Hurst & McDonald, Inc.*
Renfro Valley Folks *Hillbilly variety*		

†Program or client not listed in Summer Program Book.

SHOW AND PROGRAM	TIME	PRODUCT AND AGENCY
BAYER COMPANY *(418th Week on CBS)*		
American Melody Hour with Eileen Farrell, Bob Hannon, Evelyn MacGregor, orchestra and chorus	Tuesday 7:30–8:00 p.m. 117 CBS stations ORIGINATES: WABC	Bayer Aspirin *Blackett-Sample-Hummert*
Second Husband *Serial drama*	Thurs., Fri. 11:15–11:30 a.m. 41 CBS stations ORIGINATES: WABC	
BISODOL COMPANY *(556th Week on CBS)*		
The Romance of Helen Trent *Serial drama*	Wed., Thurs., Fri. 12:30–12:45 p.m. 128 CBS stations ORIGINATES: WBBM	Bisodol *Blackett-Sample-Hummert*
+BOURJOIS, INC. *(220th Week on CBS)*		
+Here's to Romance Dick Haymes, Jim Ameche, and the Ray Bloch Orchestra *Musical*	Thursday 10:30–11:00 p.m. 117 CBS stations ORIGINATES: KNX AND WABC	Evening in Paris Face Powder *Foote, Cone & Belding*
BOWEY'S, INC. *(227th Week on CBS)*		
Stars Over Hollywood Original drama with Art Gilmore, MC, and guest stars	Saturday 12:30–1:00 p.m. 47 CBS stations ORIGINATES: KNX	Dari-Rich Products *Sorensen & Company*
+CAMPANA SALES CO. *(178th Week on CBS)*		
+Campana Serenade with Dick Powell	Saturday 1:00–1:25 p.m. 118 CBS stations ORIGINATES: KNX	Campana Balm, Dreskin, Coolies, DDD, Solitaire Make-Up *Wallace-Ferry-Hanly Co.*
CAMPBELL SOUP COMPANY *(460th Week on CBS)*		
The Jack Carson Show *Comedy, variety*	Wednesday 9:30–10:00 p.m. 117 CBS stations ORIGINATES: KNX	Campbell's Soups Campbell's Tomato Juice *Foote, Cone & Belding*
Radio Reader's Digest with Conrad Nagel, Don Bryan's orchestra, and guest stars	Sunday 9:00–9:30 p.m. 118 CBS stations ORIGINATES: WABC	*Ward Wheelock Company*

+Program or client not listed in Summer Program Book.

CELANESE CORPORATION OF AMERICA *(91st Week on CBS)* **Great Moments in Music** with Jean Tennyson and guest stars *Musical program*	Wednesday 10:00–10:30 p.m. 119 CBS stations ORIGINATES: WABC	Celanese Products *Young & Rubicam, Inc*
CHESEBROUGH MANUFACTURING COMPANY, CONSOLIDATED *(256th Week on CBS)* **Dr. Christian** with Jean Hersholt	Wednesday 8:30–8:55 p.m. *Rebroadcast* *11:30–11:55 p.m.* 125 CBS stations ORIGINATES: KNX	Vaseline Preparations *McCann-Erickson, Inc*
CHRYSLER CORPORATION *(395th Week on CBS)* **Major Bowes' Amateurs**	Thursday 9:00–9:30 p.m. 125 CBS stations ORIGINATES: WABC	Institutional *Ruthrauff & Ryan, Inc*
COCA-COLA COMPANY *(215th Week on CBS)* **Pause That Refreshes On the Air** with Andre Kostelanetz and his 45-piece orchestra, Ted Cott, and guest soloists *Music*	Sunday 4:30–5:00 p.m. 121 CBS stations ORIGINATES: WABC	Coca-Cola *D'Arcy Advertising Company, Inc.*
COLGATE-PALMOLIVE-PEET COMPANY *(403rd Week on CBS)* **Judy Canova Show** *Variety*	Tuesday 8:30–8:55 p.m. *Rebroadcast* *12 mid.–12:25 a.m.* 121 CBS stations ORIGINATES: KNX	Colgate Tooth Powder *Sherman & Marquette, Inc.*
Inner Sanctum *Dramatic*	Saturday 8:30–8:55 p.m. *Rebroadcast* *11:30–11:55 p.m.* 117 CBS stations ORIGINATES: WABC	Palmolive Shave Cream *Ted Bates, Inc.*
CONTINENTAL BAKING CO., INC. *(456th Week on CBS)* **Bachelor's Children** *Serial drama*	Mon. thru Fri. 10:45–11:00 a.m. *Rebroadcast* *3:45–4:00 p.m.* 45 CBS stations ORIGINATES: WBBM	Wonder Bread *Ted Bates, Inc.*
CONTINENTAL RADIO & TELEVISION CORP. *(52nd Week on CBS)* **World News Today** *News*	Sunday 2:30–2:55 p.m. 42 CBS stations ORIGINATES: WABC	Admiral Radio Institutional *Cruttenden & Eger*

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
CORN PRODUCTS REFINING CO. *(365th Week on CBS)* **Stage Door Canteen** *Variety*	Friday 10:30–11:00 p.m. 54 CBS stations ORIGINATES: WABC	All Products *C. L. Miller Company*
+CREAM OF WHEAT CORP. *(165th Week on CBS)* **+Let's Pretend** *Dramatic*	Saturday 11:05–11:30 a.m. 118 CBS stations ORIGINATES: WABC	Cream of Wheat Cereal *Batten, Barton, Durstine & Osborn, Inc.*
CUDAHY PACKING COMPANY *(344th Week on CBS)* **Something to Talk About** *Talks*	Mon. thru Fri. 4:30–4:45 p.m. 14 CBS stations ORIGINATES: WBBM	Delrich Margarine *Grant Advertising, Inc.*
CURTISS CANDY COMPANY *(157th Week on CBS)* **News** with Warren Sweeney	Sat., Sun. 11:00–11:05 a.m. 115 CBS stations ORIGINATES: WABC	Candy *C. L. Miller Company*
+ELECTRIC COMPANIES ADVERTISING PROGRAM *(10th Week on CBS)* **+Report to the Nation** *Dramatized news*	Tuesday 9:30–10:00 p.m. 126 CBS stations ORIGINATES: WABC	Institutional *N. W. Ayer & Son, Inc.*
+ELGIN NATIONAL WATCH CO. *(37th Week on CBS)* **+The Man Behind the Gun** *Drama*	Saturday 7:00–7:30 p.m. 66 CBS stations ORIGINATES: WABC	Institutional *J. Walter Thompson Co.*
EMERSON DRUG COMPANY *(178th Week on CBS)* **Vox Pop** with Parks Johnson and Warren Hull *Interview quiz*	Monday 8:00–8:30 p.m. 120 CBS stations ORIGINATES: ON TOUR	Bromo-Seltzer *Ruthrauff & Ryan, Inc.*
EVERSHARP, INC. *(209th Week on CBS)* **Take It or Leave It** with Phil Baker *Quiz*	Sunday 10:00–10:30 p.m. 119 CBS stations ORIGINATES: WABC	Eversharp Pens and Pencils *The Biow Company*

+Program or client not listed in Summer Program Book.

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
GENERAL ELECTRIC *(83rd Week on CBS)*	Mon. thru Sat. 6:45–6:55 p.m. 116 CBS stations ORIGINATES: WABC	Institutional *Maxon, Inc.*
The World Today *News*		
GENERAL FOODS CORPORATION *(440th Week on CBS)*	Friday 8:00–8:55 p.m. *Rebroadcast* *12 mid.–12:55 a.m.* 120 CBS stations ORIGINATES: WABC	Jell-O Jell-O Puddings, Sanka *Young & Rubicam, Inc.*
Kate Smith Hour with Kate Smith, Ted Collins, Jack Miller and his orchestra and guest stars *Music, comedy and drama*		
The Adventures of the Thin Man *Mystery*	Sunday 10:30–11:00 p.m. 117 CBS stations ORIGINATES: WABC	Sanka, Post Toasties *Benton & Bowles, Inc.*
Kate Smith Speaks Ted Collins with the News *Talks and news*	Mon. thru Fri. 12 noon–12:15 p.m. 117 CBS stations ORIGINATES: WABC	Grape Nuts Grape Nuts Flakes *Young & Rubicam, Inc.*
Joyce Jordan, M.D. *Serial drama*	Mon. thru Fri. 2:15–2:30 p.m. 118 CBS stations ORIGINATES: WABC	La France, Satina Post's Raisin Bran *Young & Rubicam, Inc.*
+The Dinah Shore Program with Cornelia Otis Skinner, Roland Young, and the Joseph Lilley Singers *Variety*	Thursday 9:30–10:00 p.m. 122 CBS stations ORIGINATES: KNX	Birds-Eye Frosted Foods *Young & Rubicam, Inc.*
Young Dr. Malone *Serial drama*	Mon. thru Fri. 2:00–2:15 p.m. 118 CBS stations ORIGINATES: WABC	Post's 40% Bran Flakes *Benton & Bowles, Inc.*
We Love and Learn *Serial drama*	Mon. thru Fri. 2:30–2:45 p.m. 118 CBS stations ORIGINATES: WABC	Grape Nuts Flakes Wheatmeal *Young & Rubicam, Inc.*
GENERAL MILLS, INC. *(488th Week on CBS)*	Mon. thru Fri. 10:15–10:30 a.m. *Rebroadcast* *11:30–11:45 a.m.* 42 CBS stations ORIGINATES: WABC	Wheaties *Knox Reeves Advertising, Inc.*
Kitty Foyle *Serial drama*		
Valiant Lady *Serial drama*	Mon. thru Fri. 10:00–10:15 a.m. *Rebroadcast* *11:15–11:30 a.m.* 42 CBS stations ORIGINATES: WABC	Bisquick *Knox Reeves Advertising, Inc.*

+Program or client not listed in Summer Program Book.

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
B. F. GOODRICH CO. *(29th Week on CBS)* **Meaning of the News** with Joseph C. Harsch *News*	Mon. thru Fri. 6:55–7:00 p.m. *Rebroadcast* *Mon., Wed., Thurs.* *11:55–12 mid.* *Tues., 12:25–12:30 a.m.* *Fri., 12:55–1:00 a.m.* 120 CBS stations ORIGINATES: WTOP	Institutional *Batten, Barton, Durstine & Osborn, Inc.*
GULF OIL CORPORATION *(503rd Week on CBS)* **We, the People, at War** with Milo Boulton and Oscar Bradley's orchestra *Real life experiences*	Sunday 7:30–8:00 p.m. 90 CBS stations ORIGINATES: WABC	Motor Oil and Gas *Young & Rubicam, Inc.*
***THE HUDSON COAL COMPANY** *(2nd Week on CBS)* ***CBS News of the World** *News*	Sunday 9:00–9:15 a.m. 22 CBS stations ORIGINATES: WABC	Delaware and Hudson Coal *The Clements Company, Inc.*
INTERNATIONAL SILVER COMPANY *(290th Week on CBS)* **Silver Theater** *Drama*	Sunday 6:00–6:30 p.m. 60 CBS stations ORIGINATES: KNX	International Sterling and 1847 Rogers Bros. Silverplate *Young & Rubicam, Inc.*
IRONIZED YEAST CO., INC. *(214th Week on CBS)* **Big Town** *Drama*	Tuesday 8:00–8:30 p.m. *Rebroadcast* *11:30–12 mid.* 118 CBS stations 30 CBC stations ORIGINATES: KNX	Ironized Yeast *Ruthrauff & Ryan, Inc.*
JOHNS-MANVILLE CORPORATION *(113th Week on CBS)* **Bill Henry** *News*	Mon. thru Fri. 8:55–9:00 p.m. 59 CBS stations ORIGINATES: WABC	Insulation *J. Walter Thompson Company*
JOHNSON & JOHNSON *(130th Week on CBS)* **Edwin C. Hill** The Human Side of the News	Tuesday 6:15–6:30 p.m. *Rebroadcast* *12:30–12:45 a.m.* 70 CBS stations ORIGINATES: WABC	Band-Aid *Young & Rubicam, Inc.*

**Program or client not listed in Summer Program Book.*

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
KOLYNOS COMPANY *(556th Week on CBS)* **Mr. Keen, Tracer of Lost Persons** *Mystery-drama*	Wed., Thurs., Fri. 7:45–8:00 p.m. 50 CBS stations ORIGINATES: WABC	Kolynos Toothpaste *Blackett-Sample-Hummert*
LADY ESTHER, LTD. *(512th Week on CBS)* **Screen Guild Players** *Drama*	Monday 10:00–10:30 p.m. 119 CBS stations ORIGINATES: KNX	Face Powder, Face Cream, Rouge, Lipstick and Nail Polish *Pedlar & Ryan, Inc.*
LEVER BROTHERS COMPANY *(426th Week on CBS)* **Lux Radio Theater** Cecil B. DeMille, director, with stars of stage and screen *Drama*	Monday 9:00–10:00 p.m. 119 CBS stations 30 CBC stations ORIGINATES: KNX	Lux Toilet Soap, Lux Flakes *J. Walter Thompson Company*
Burns and Allen *Comedy*	Tuesday 9:00–9:30 p.m. 125 CBS stations ORIGINATES: KNX	Swan Soap *Young & Rubicam, Inc.*
Mayor of the Town with Lionel Barrymore *Drama*	Wednesday 9:00–9:30 p.m. *Rebroadcast 12:30–1:00 a.m.* 119 CBS stations ORIGINATES: KNX	Rinso *Ruthrauff & Ryan, Inc.*
Aunt Jenny's Real Life Stories *Dramatic sketches*	Mon. thru Fri. 11:45–12 noon 51 CBS stations 30 CBC stations ORIGINATES: WABC	Spry *Ruthrauff & Ryan, Inc.*
Big Sister *Serial drama*	Mon. thru Fri. 12:15–12:30 p.m. 71 CBS stations 30 CBC stations ORIGINATES: WABC	Rinso *Ruthrauff & Ryan, Inc.*
Bright Horizon with Richard Kollmar *Serial drama*	Mon. thru Fri. 11:30–11:45 a.m. 46 CBS stations ORIGINATES: WABC	Swan Soap *Young & Rubicam, Inc.*
LEWIS-HOWE COMPANY *(69th Week on CBS)* **Correction, Please** with Jim McWilliams *Quiz*	Saturday 10:15–10:45 p.m. 53 CBS stations ORIGINATES: WABC	Tums *Roche, Williams & Cunnyngham, Inc.*

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
LIGGETT & MYERS TOBACCO COMPANY *(570th Week on CBS)* **Harry James** and his Music Makers *Popular music*	Tues., Wed., Thurs. 7:15–7:30 p.m. *Rebroadcast* *11:15–11:30 p.m.* 120 CBS stations ORIGINATES: KNX	Chesterfield Cigarettes *Newell-Emmett Co.*
LOCKHEED AIRCRAFT CORP. *(47th Week on CBS)* **America—Ceiling Unlimited** *Dramatic*	Sunday 2:00–2:30 p.m. 60 CBS stations ORIGINATES: KNX	Institutional *Foote, Cone & Belding*
P. LORILLARD COMPANY *(301st Week on CBS)* **Sammy Kaye** and his orchestra *Popular music*	Wednesday 8:00–8:30 p.m. *Rebroadcast* *12 mid.–12:30 a.m.* 118 CBS stations ORIGINATES: WABC	Old Gold Cigarettes *J. Walter Thompson Co.*
THE MENNEN COMPANY *(211th Week on CBS)* **†Ed Sullivan Entertains** *Interviews*	Monday 7:15–7:30 p.m. *Rebroadcast* *11:15–11:30 p.m.* 118 CBS stations ORIGINATES: WABC	Shave products *Russel M. Seeds Company, Inc.*
†MINNEAPOLIS-HONEYWELL REGULATOR CO. *(17th Week on CBS)* **†Blue Jacket Choir** with Danny O'Neil *Musical*	Sunday 11:05–11:30 a.m. 120 CBS stations ORIGINATES: GREAT LAKES NAVAL TRAINING STATION	Institutional *Addison Lewis & Associates*
†JOHN MORRELL & CO. *(1st Week on CBS)* **†Bob Becker's Chats About Dogs**	Thursday 6:15–6:30 p.m. *Rebroadcast* *12:30–12:45 a.m.* 39 CBS stations ORIGINATES: WBBM	Red Heart Dog Food *Henri, Hurst & McDonald, Inc.*
OWENS-ILLINOIS GLASS CO. *(21st Week on CBS)* **Your Home Front Reporter** with Fletcher Wiley, Phil Regan, Diana Gayle, Phil Hanna and Wilbur Hatch's orchestra	Mon. thru Fri. 4:00–4:25 p.m. 119 CBS stations ORIGINATES: KNX	Institutional *D'Arcy Advertising Company*

†Program or client not listed in Summer Program Book.

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
PABST SALES CO. *(27th Week on CBS)* **Blue Ribbon Town** with Groucho Marx, Fay McKenzie, Donald Dickson and Robert Armbruster's Orchestra *Comedy variety*	Saturday 8:00–8:30 p.m. *Rebroadcast* *10:15–10:45 p.m.* 108 CBS stations ORIGINATES: KNX	Pabst Blue Ribbon Beer *Warwick & Legler, Inc*
PACIFIC COAST BORAX CO. *(117th Week on CBS)* **Death Valley Days** *Drama*	Thursday 8:30–8:55 p.m. *Rebroadcast* *11:30–11:55 p.m.* 60 CBS stations ORIGINATES: WABC	20 Mule Team Borax, Boraxo 20 Mule Team Borax Soap Chips *McCann-Erickson, Inc.*
THE PARKER PEN CO. *(66th Week on CBS)* **Ned Calmer and the News**	Sat., Sun. 8:55–9:00 p.m. 116 CBS stations ORIGINATES: WABC	Quink *J. Walter Thompson Co*
PET MILK SALES CORPORATION *(515th Week on CBS)* **Saturday Night Serenade** Bill Perry, tenor; Jessica Dragonette, soprano; Warren Sweeney, Gustave Haenschen's Orchestra and Chorus	Saturday 9:45–10:15 p.m. 64 CBS stations ORIGINATES: WABC	Irradiated Pet Milk *Gardner Advertising Company*
Mary Lee Taylor Home economist *Household advice*	Tues. and Thurs. 11:00–11:15 a.m. 70 CBS stations ORIGINATES: KMOX	
PHILCO CORPORATION *(385th Week on CBS)* **Dateline** *News dramatization*	Friday 7:15–7:30 p.m. *Rebroadcast* *11:15–11:30 p.m.* 124 CBS stations ORIGINATES: WABC	Institutional *Sayre M. Ramsdell Associates, Inc.*
CHARLES H. PHILLIPS CHEMICAL CO. *(307th Week on CBS)* **Amanda of Honeymoon Hill** *Serial drama*	Mon. thru Fri. 10:30–10:45 a.m. 41 CBS stations ORIGINATES: WABC	Phillips Toothpaste & Toothpowder, Phillips Tablets *Blackett-Sample-Hummert*

PHILIP MORRIS & COMPANY, LTD. *(373rd Week on CBS)*	Sunday 8:30–8:55 p.m. *Rebroadcast* *11:00–11:25 p.m.* 116 CBS stations ORIGINATES: WABC	Philip Morris Cigarettes *The Biow Company*
Crime Doctor *Mystery drama*		
Philip Morris Playhouse Directed by Charles Martin, with guest stars and Ray Bloch's Orchestra *Drama*	Friday 9:00–9:30 p.m. *Rebroadcast* *11:30 p.m.–12 mid.* 117 CBS stations ORIGINATES: WABC	
THE PROCTER & GAMBLE CO. *(466th Week on CBS)*	Mon. thru Fri. 1:45–2:00 p.m. 57 CBS stations ORIGINATES: WABC	Duz *Compton Advertising, Inc.*
The Goldbergs *Serial drama*		
I Love A Mystery *Serial drama*	Mon. thru Fri. 7:00–7:15 p.m. *Rebroadcast* *11:00–11:15 p.m.* 66 CBS stations ORIGINATES: KNX	Ivory Soap Oxydol *Compton Advertising, Inc.*
Life Can Be Beautiful *Serial drama*	Mon. thru Fri. 1:00–1:15 p.m. 57 CBS station ORIGINATES: WABC	Ivory Soap *Compton Advertising, Inc.*
Ma Perkins *Serial drama*	Mon. thru Fri. 1:15–1:30 p.m. 63 CBS stations ORIGINATES: WBBM	Oxydol *Blackett-Sample-Hummert*
Bernadine Flynn *News*	Mon. thru Fri. 1:30–1:45 p.m. 40 CBS stations ORIGINATES: WBBM	Ivory Flakes, Crisco *Compton Advertising, Inc.*
Pepper Young's Family *Serial drama*	Mon. thru Fri. 2:45–3:00 p.m. 26 CBS stations ORIGINATES: WBBM	Camay, Ivory Flakes *Pedlar & Ryan, Inc.*
PRUDENTIAL INSURANCE COMPANY OF AMERICA *(226th Week on CBS)*	Sunday 5:00–5:45 p.m. 85 CBS stations ORIGINATES: WABC	Insurance Services *Benton & Bowles, Inc.*
Prudential Family Hour with Gladys Swarthout and Deems Taylor, Al Goodman's Orchestra, and chorus		

EVENT AND PROGRAM	TIME	PRODUCT AND AGENCY
THE QUAKER OATS COMPANY *(97th Week on CBS)*		
That Brewster Boy *Comedy drama*	Friday 9:30–10:00 p.m. 118 CBS stations ORIGINATES: WBBM	Quaker Food Products *Ruthrauff & Ryan, Inc.*
The Muffet Show *Music*	Sunday 2:55–3:00 p.m. 38 CBS stations ORIGINATES: WBBM	Muffets *Sherman K. Ellis Co., Inc.*
R. J. REYNOLDS TOBACCO COMPANY *(543rd Week on CBS)*		
Blondie The domestic adventures of the Bumsteads *Comedy*	Monday 7:30–8:00 p.m. *Rebroadcast* *10:30–11:00 p.m.* 127 CBS stations ORIGINATES: KNX	Camel Cigarettes Prince Albert Smoking Tobacco *William Esty & Company, Inc.*
Moore and Durante Show *Variety*	Friday 10:00–10:30 p.m. 129 CBS stations ORIGINATES: KNX	
Thanks to the Yanks with Bob Hawk *Quiz*	Saturday 7:30–8:00 p.m. *Rebroadcast* *11:00–11:30 p.m.* 127 CBS stations ORIGINATES: WABC	
ROMA WINE CO., INC. *(30th Week on CBS)*		
Roma Show with Charles Ruggles, Mary Astor, Mischa Auer, and the Andrews Sisters *Comedy variety*	Thursday 8:00–8:30 p.m. *Rebroadcast* *12 mid.–12:30 a.m.* 81 CBS stations ORIGINATES: KNX	Roma Wines *McCann-Erickson, Inc.*
SCHENLEY IMPORT CORP. *(25th Week on CBS)*		
Schenley's Cresta Blanca Carnival Morton Gould's Orchestra, Alec Templeton and Guest Stars *Variety*	Wednesday 10:30–11:00 p.m. 69 CBS stations ORIGINATES: WABC	Cresta Blanca Wine *William H. Weintraub & Company, Inc.*
SCHUTTER CANDY COMPANY *(38th Week on CBS)*		
The Coronet Little Show *Dramatic*	Sunday 1:45–2:00 p.m. 41 CBS stations ORIGINATES: WBBM	Candies *Schwimmer & Scott*

SERVEL, INC. *(39th Week on CBS)* **Fashions in Rations** with Billie Burke *Household Advice*	Saturday 11:30 a.m.–12 noon 77 CBS stations ORIGINATES: WABC AND WTOP	Institutional *Batten, Barton, Durstine & Osborn, Inc.*
SOUTHERN COTTON OIL CO. *(51st Week on CBS)* **Southern Cotton Oil Show** *Songs*	Mon. thru Fri. 3:00–3:15 p.m. 13 CBS stations ORIGINATES: WABC	Wesson Oil and Snowdrift *Kenyon & Eckhardt, Inc.*
E. R. SQUIBB & SONS *(169th Week on CBS)* **The Squibb Program**	Mon., Wed., Fri. 6:15–6:30 p.m. 121 CBS stations ORIGINATES: WABC	Squibb Products *Geyer, Cornell & Newell, Inc.*
†STANDARD BRANDS, INC. *(151st Week on CBS)* **†Mary Marlin** *Serial drama*	Mon. thru Fri. 3:00–3:15 p.m. *Rebroadcast* *5:00–5:15 p.m.* 38 CBS stations ORIGINATES: WABC	Tender Leaf Tea *J. Walter Thompson Co.*
THE TEXAS COMPANY *(331st Week on CBS)* **Texaco Star Theater** James Melton, Diane Courtney, and Al Goodman's Orchestra	Sunday 9:30–10:00 p.m. 119 CBS stations 15 CBC stations ORIGINATES: WABC	Texaco Products *Buchanan & Co.*
UNITED STATES RUBBER CO. *(71st Week on CBS)* **New York Philharmonic-Symphony** *Music*	Sunday 3:00–4:30 p.m. 118 CBS stations ORIGINATES: WABC	Institutional *Campbell-Ewald Co., Inc., Eastern Division*
U. S. TOBACCO COMPANY *(435th Week on CBS)* **Gay Nineties Revue** starring Lillian Leonard, Joe E. Howard, MC, Florodora Girls, Elm City Four, Jenny Lynn	Monday 8:30–8:55 p.m. *Rebroadcast* *11:30–11:55 p.m.* 66 CBS stations ORIGINATES: WABC	Dill's Best Model Smoking Tobacco *Arthur Kudner, Inc.*
R. L. WATKINS CO. *(61st Week on CBS)* **Second Husband** *Serial drama*	Mon., Tues., Wed. 11:15–11:30 a.m. 41 CBS stations ORIGINATES: WABC	Dr. Lyons Toothpowder *Blackett-Sample-Hummert*

†Program or client not listed in Summer Program Book.

COLUMBIA PACIFIC NETWORK

THE WELCH GRAPE JUICE CO. *(69th Week on CBS)* **Dear John** with Irene Rich *Drama*	Sunday 5:45–6:00 p.m. 65 CBS stations ORIGINATES: KNX	Welch Products *H. W. Kastor & Sons Advertising Co., Inc.*
WM. WRIGLEY, JR., COMPANY *(589th Week on CBS)* **+America in the Air** *Air Corps dramatic series*	Sunday 6:30–7:00 p.m. 117 CBS stations ORIGINATES: WBBM	Doublemint Gum *J. Walter Thompson Company*
The First Line *Drama*	Thursday 10:00–10:30 p.m. 117 CBS stations ORIGINATES: WBBM	Spearmint Gum *Arthur Meyerhoff & Co.*
+American Women *Dramatic*	Mon. thru Fri. 5:45–6:00 p.m. 119 CBS stations ORIGINATES: WBBM	
CALIFORNIA PRUNE & APRICOT GROWERS ASSOCIATION *(81st Week on CBS)* **Dave Vaile and the News** *News analyst*	Saturday 8:55–9:00 p.m. PWT ORIGINATES: KNX	California Prunes and Apricots *Long Advertising Service*
CHEMICALS, INC. *(36th Week on CBS)* **Deane Dickason** *Talks*	Tuesday 9:45–10:00 p.m. PWT ORIGINATES: KQW	Vano Household Chemical *Garfield & Guild*
COLONIAL DAMES, INC. *(199th Week on CBS)* **Bob Greene** *News*	Sunday 8:25–8:30 p.m. PWT ORIGINATES: KNX	Cosmetics *Glasser, Gailey & Co.*
GENERAL MILLS, INC. *(488th Week on CBS)* **Sam Hayes** *News*	Mon. thru Fri. 4:15–4:30 p.m. PWT ORIGINATES: KQW	Drifted Snow Flour *Knox Reeves Advertising, Inc.*
Nelson Pringle *News analyst*	Mon. thru Fri. 7:45–8:00 a.m. PWT ORIGINATES: KNX	Wheaties *Knox Reeves Advertising, Inc.*

+Program or client not listed in Summer Program Book.

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
LAMONT, CORLISS & COMPANY *(13th Week on CBS)* **Eleanore King** *Beauty talks*	Sunday 9:00–9:15 p.m. PWT ORIGINATES: KNX	Pond's Cold Cream *J. Walter Thompson Co.*
LOS ANGELES SOAP COMPANY *(208th Week on CBS)* **Bob Andersen** *News*	Mon. thru Fri. 12:15–12:30 p.m. PWT ORIGINATES: KNX	White King Soap Sierra Pine Soap *Raymond R. Morgan Co.*
MANHATTAN SOAP CO. *(137th Week on CBS)* **Bob Greene** *News*	Mon., Wed., Fri. 7:30–7:45 a.m. PWT ORIGINATES: KNX	Sweetheart Soap *Franklin Bruck Advertising Corp.*
McKESSON & ROBBINS, INC. *(165th Week on CBS)* **William Winter** *News analyst*	Tues., Thurs., Sat. 12:30–12:45 p.m. PWT ORIGINATES: KQW	Bexel *J. D. Tarcher & Co., Inc.*
Chet Huntley *News analyst*	Mon. thru Fri. 3:55–4:00 p.m. PWT ORIGINATES: KNX	All products *J. D. Tarcher & Co., Inc.*
THE MENNEN COMPANY *(211th Week on CBS)* **Bob Greene** *News*	Tues., Thurs., Sat. 7:30–7:45 a.m. PWT ORIGINATES: KNX	Talcum Powder, Lather Shave Cream, Brushless Shave *Russel M. Seeds Co., Inc.*
PETER PAUL, INC. *(155th Week on CBS)* **Truman Bradley** *News*	Mon., Fri. 5:45–5:55 p.m. PWT ORIGINATES: KNX	Candy Bars *Brisacher, Davis & Staff*
Bob Andersen *News*	Wednesday 5:45–5:55 p.m. PWT ORIGINATES: KNX	
PLANTERS NUT AND CHOCOLATE COMPANY *(153rd Week on CBS)* **William Winter** *News analyst,*	Mon., Wed., Fri. 12:30–12:45 p.m. PWT Sunday 5:30–5:45 p.m. PWT ORIGINATES: KQW	Planters Peanut Oil, Salted Peanuts *Raymond R. Morgan Co.*
Harry W. Flannery *News analyst*	Tues., Thurs., Sat. 5:30–5:45 p.m. PWT ORIGINATES: KNX	

	CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
COLUMBIA PACIFIC NETWORK *Continued*	**PLOUGH, INC.** *(52nd Week on CBS)* **Don't You Believe It** with Ken Niles	Saturday 9:45–10:00p.m.PWT ORIGINATES: KNX	St. Joseph's Aspirin Penetro Products *Lake-Spiro-Shurman, Inc.*
	SIGNAL OIL COMPANY *(16th Week on CBS)* **Signal Round Table** *Discussion*	Sunday 4:30–5:00 p.m. PWT ORIGINATES: KNX	All Products *Barton A. Stebbins*
	SOIL OFF MANUFACTURING COMPANY *(139th Week on CBS)* **Truman Bradley** *News*	Tues., Thurs., Sat. 5:45–5:55 p.m. PWT ORIGINATES: KNX	"Soil Off" for all painted surfaces *Buchanan & Co.*
	+UNION OIL COMPANY *(104th Week on CBS)* **+Point Sublime** *Comedy drama*	Sunday 9:30–10:00 p.m. PWT ORIGINATES: KNX	All Products *Foote, Cone & Belding*
	+WASHINGTON COOPERATIVE EGG & POULTRY ASSN. *(1st Week on CBS)* **+Chet Huntley** *News analyst*	Saturday 3:55–4:00 p.m. PWT ORIGINATES: KNX	Linden Chicken Noodle Soup *Pacific National Adv. Agency*
	WESTERN SUGAR REFINERY *(15th Week on CBS)* **I Was There** *Real life experiences*	Monday 9:00–9:30 p.m. PWT ORIGINATES: KNX	Sea Island Sugar *J. Walter Thompson Co*
COLUMBIA CALIFORNIA NETWORK	**+BANK OF AMERICA NAT'L TRUST & SAVINGS ASSN.** *(30th Week on CBS)* **+California Carry On** *Variety*	Thursday 7:30–8:00 p.m. PWT ORIGINATES: KNX	Services *J. Walter Thompson Company*

+Program or client not listed in Summer Program Book.

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
BEKINS VAN AND STORAGE CO. *(106th Week on CBS)* **Harry W. Flannery** *News analyst*	Mon., Wed., Fri. 5:30–5:45 p.m. PWT ORIGINATES: KNX	Moving and Storage *Brooks Advertising Agency*
BEN HUR PRODUCTS, INC. *(22nd Week on CBS)* **Hollywood Showcase** *Variety*	Friday 6:00–6:30 p.m. PWT ORIGINATES: KNX	Ben Hur Coffee *Barton A. Stebbins*
+CAMPBELL CEREAL COMPANY *(1st Week on CBS)* **+10 O'Clock Wire** with William Winter	Mon. thru Fri. 10:05–10:15 p.m. PWT ORIGINATES: KQW	Malt-O-Meal and other products *H. W. Kastor & Sons Adv. Agency, Inc.*
+GROVE LABORATORIES, INC. *(46th Week on CBS)* **+10 O'Clock Wire** with Bob Greene	Mon. thru Fri. 10:00–10:05 p.m. PWT ORIGINATES: KNX	All products *Russel M. Seeds Co., Inc.*
KAY JEWELRY COMPANY *(22nd Week on CBS)* **Bob Andersen** *News*	Sunday 5:45–5:55 p.m. PWT ORIGINATES: KNX	Jewelry *Garfield & Guild*
+KELITE PRODUCTS, INC. *(13th Week on CBS)* **+Agent V** with Frank Graham *Dramatic*	Sunday 9:15–9:30 p.m. PWT ORIGINATES: KNX	Kenu Cleansing Powder *Little & Company*
VICK CHEMICAL COMPANY *(125th Week on CBS)* **Hello From Hollywood** *Service Men Interviews*	Tues. and Thurs. 4:00–4:15 p.m. PWT ORIGINATES: KNX	All Products *Morse International, Inc*

+Program or client not listed in Summer Program Book.

CBS SUSTAINING PROGRAMS

are chosen because they are *timely, exciting* and *balanced*. These three standards of selection produce a diverse, flexible program schedule, carefully designed to win and retain the interest of millions of listeners. To maintain its flexibility—to continue to present the most highly contemporary and most stimulating sustaining programs on the air—Columbia finds it necessary from time to time to alter some details in its schedule. These day-to-day and even hour-to-hour changes are reported, when possible, in local newspaper radio listings.

For your convenience, the Columbia sustaining programs listed on the following pages are grouped in these classifications:

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News Broadcasts
8:00–8:15 a.m.
11:00–11:10 p.m.
MONDAY THRU SATURDAY
9:00–9:15 a.m.
SUNDAY THRU SATURDAY

Columbia's air reporters—at the fighting fronts, in foreign capitals, in New York and in Washington—cover the war in a regular news pattern, so dovetailed with sponsored news programs as to afford frequent reports throughout the day.

News Summaries
3:15 p.m. and 6:00 p.m.
MONDAY THRU FRIDAY
1:00 a.m.
MONDAY THRU SATURDAY

Edward R. Murrow, Larry Lesueur, Charles Collingwood and George Moorad report from London; John Daly, Winston Burdett and Farnsworth Fowle from the Mediterranean; William J. Dunn from Australia; Webley Edwards from Honolulu; Eric Sevareid and James Stewart from Chungking; Bill Downs from Russia; Howard K. Smith from Berne; Bernard Valery from Stockholm; James Fleming from Cairo; Herbert Clark from Buenos Aires; John Adams from Rio de Janeiro; Quincy Howe, Bob Trout, Major George Fielding Eliot, William L. Shirer, Everett Holles, Ned Calmer, Elizabeth Bemis and Doug Edwards from New York; Bill Henry, Don Pryor, Albert Leitch, Robert Lewis and William Costello from Washington.

News Analyses

11:10–11:15 p.m. NIGHTLY
William L. Shirer
Bill Henry
Major George Fielding Eliot
Quincy Howe
Bob Trout
Everett Holles
6:55 p.m. SATURDAY, Bob Trout
(See also sponsored news programs)

"Chips" Davis, Commando
5:30–6:00 p.m.
EACH SATURDAY

Weekly dramatizations of adventures of the Commandos, based on fact. This is a thrilling program of desperate and realistic heroism. It tells how American boys carry out strategic assignments in enemy territory. Each week brings a different story, factual, patterned after the actual raids and dangerous sabotage undertakings of the Commandos.

PROGRAM AND TIME	DESCRIPTION
Calling Pan-America 4:30–5:00 p.m. EACH SATURDAY RESUMES IN NOVEMBER	CBS draws the Americas closer together with this weekly program short-waved from Latin-American capitals. The series "calls" a different nation to the microphone each Saturday, and presents a vivid radio picture of its life, culture and music. The program is heard throughout the Hemisphere.
Trans-Atlantic Call, People to People 12:30–1:00 p.m. EACH SUNDAY	BBC in London and CBS in New York alternate in an exchange series designed to create better understanding between the English and the Americans.
Red Cross Reporter 9:15–9:30 a.m. EACH SATURDAY	Lindsay MacHarrie, chief of the radio section of the American Red Cross in London, interviews American Service men in the British Isles. Families of these men are notified in time to hear the broadcasts.
Green Valley, U.S.A. 3:45–4:00 p.m. MONDAY THRU FRIDAY	This is a five-a-week series of simple human dramas that portray the life of an average American family during wartime; a fortifying picture of America.
Report from London 4:00–4:15 p.m. EACH SATURDAY RESUMES IN NOVEMBER	In this always-dramatic program CBS correspondents in London report the human interest stories of a people only 20 minutes by air from the enemy.
Spirit of '43 2:30–3:00 p.m. EACH SATURDAY RESUMES IN NOVEMBER	This series features pick-ups from training and war production centers. The development of a branch of the armed service or a war industry is given through interviews. Music is usually provided by a military band.
Youth on Parade 10:00–10:30 a.m. EACH SATURDAY	Outstanding wartime achievements of the boys and girls of the nation are brought to the microphone. The program also presents dramatic sketches of the childhood of famous Americans.

PROGRAM AND TIME	DESCRIPTION
Invitation to Music 11:30–12 midnight EACH WEDNESDAY	A weekly half-hour presenting great music at a time not generally available for serious works. Eminent soloists such as Gregor Piatigorsky, cellist, and Claudio Arrau, pianist, appear on each program, accompanied by the Columbia Concert Orchestra.
Eileen Farrell and the Columbia Concert Orchestra 11:30–12 midnight EACH FRIDAY	This richly talented young soprano, whom Columbia is proud to have discovered a little more than two years ago, is presented in concert songs, operatic arias and light-opera favorites. She is accompanied by the Columbia Concert Orchestra.
Maria Kurenko and the Columbia Concert Orchestra 11:15–11:30 p.m. EACH SUNDAY	Maria Kurenko, brilliant Russian-born soprano who has won acclaim in both Europe and the United States, brings great art to the microphone on Sunday evenings. She sings a program of songs and arias with affecting beauty and refreshing sincerity. She is supported by the Columbia Concert Orchestra.
E. Power Biggs, Organist 9:15–9:45 a.m. EACH SUNDAY	Playing on the baroque organ in the Germanic Museum at Harvard University—now headquarters for a U. S. Army Chaplains' School—this noted musician broadcasts the world's finest organ music. In a special series of concerts to be given in joint sponsorship with Mrs. Elizabeth Sprague Coolidge, the organ programs will be expanded to include works written for various combinations of instruments with the organ. These concerts will feature not only organ concertos by the classic masters, such as Handel, Mozart, Bach and Purcell, but also compositions specially written for the series by contemporary American composers, among them Hanson, Harris, Piston and Sowerby. Assisting artists will be the Fiedler Sinfonietta and the Stradivarius Quartet.

	PROGRAM AND TIME	DESCRIPTION
SERIOUS MUSIC *Continued*	**Salt Lake Tabernacle Choir and Organ** 12 noon–12:30 p.m. EACH SUNDAY	This is the oldest consecutively presented public-service series in radio, having celebrated its 741st network broadcast on September 26. The Tabernacle Choir is conducted by J. Spencer Cornwall and Richard P. Condie, assistant. Organists are Alexander Schreiner, Dr. Frank Asper and Wade N. Stephens.
LIGHT MUSIC	**Dance Orchestras** **Various Hours**	Every night—and often during the day—Columbia broadcasts the music of the ranking dance orchestras from all over the country.
	The Navy Sings 8:45–9:00 a.m. EACH SUNDAY	From the Navy's only training school for chaplains and chaplain assistants, in historic Williamsburg, Virginia. Columbia broadcasts the singing of the Navy Chaplains' School chorus of 70 officers and men. The broadcasts originate in Phi Beta Kappa Memorial Hall on the campus of the College of William and Mary. Both sacred and secular music are included in a rousing and stirring program.
	Sing Along 5:30–5:45 p.m. MONDAY THRU FRIDAY	This program provides a golden opportunity for all bathroom baritones and kitchen contraltos. It invites the listener to join as a soloist in the old-favorite harmonies of the Landt Trio.
	Joan Brooks 11:15–11:30 p.m. MONDAY THRU FRIDAY	This series presents the talented Miss Brooks, former Oklahoma school teacher, now nationally known for her singing of blues, with the accompaniment of Paul Baron's Orchestra.
	Perry Como, Songs 4:45–5:00 p.m. MONDAY THRU FRIDAY	Perry Como's rich baritone voice is heard in a group of old and new song favorites five times a week. *Variety* says of him, he "has the equipment to reach a prominent niche in radio."

PROGRAM AND TIME	DESCRIPTION	
It's Maritime 5:15–5:30 p.m. EACH SATURDAY	This program, originating at the United States Maritime Service Training Station at Sheepshead Bay, Brooklyn, New York, is produced in cooperation with the United States Maritime Service. It brings to the network the music of the 23-piece Maritime Service band, together with a guest vocalist each week.	LIGHT MUSIC
Raymond Scott and His Orchestra 11:30–12 midnight EACH TUESDAY	In this program Raymond Scott has an opportunity to display his rare musical talent. He gives new treatment to standard jazz classics and contemporary music. *Variety* says of Raymond Scott's orchestra, "Composed of outstanding musicians, its work was electrifying." Helen Young does the singing.	
Music by Warrington 12:05–12:30 a.m. EACH MONDAY NIGHT	Composer-conductor John Warrington leads his exceptional orchestra in classical treatments of contemporary popular songs. Marion Mason and Jack Hunter handle the vocals. This distinctly individual program originates at Station WCAU, Philadelphia.	
Jeri Sullavan 6:30–6:45 p.m. MONDAY, WEDNESDAY, FRIDAY	The magnetic and lovely Miss Sullavan, with her ever-refreshing delivery of a tune, is heard in a program of popular songs and music.	
Jack Smith, Songs 6:30–6:45 p.m. TUESDAY AND THURSDAY	Jack Smith, originally discovered by CBS, has been featured on the *Prudential Family Hour* for the past year and has built an enthusiastic personal following among Columbia network listeners. He is accompanied by Paul Baron's Orchestra.	
Flashgun Casey—Press Photographer 11:30–12 midnight EACH THURSDAY	In episodes of adult realism, metropolitan news photographer Casey unravels complex mysteries and crimes with the aid of his camera. The dialogue is witty and worldly, the situations authentic and vivid.	DRAMATIC SERIES
Suspense 10:00–10:30 p.m. EACH TUESDAY	CBS continues its spine-tingling thrill series with stories of excitement which are literally packed with suspense. Outstanding guest stars fill the cast each week.	

	PROGRAM AND TIME	DESCRIPTION
DRAMATIC SERIES *Continued*	**Mother and Dad** 11:00–11:15 a.m. MONDAY, WEDNESDAY, FRIDAY	Each visit with Mother and Dad brings a blend of poems, hymns, humorous gossip, kindly advice and song fests around the wheezy parlor organ. It is homespun entertainment with wide appeal.
	Now and Forever 3:30–3:45 p.m. MONDAY THRU FRIDAY	This new serial deals with the emotional development of a mature woman who meets many serious problems in her daily life. It is a real and honest love story.
	This Life is Mine 9:45–10:00 a.m. MONDAY THRU FRIDAY	This serial tells the story of Eden Channing, young small-town school teacher. It dramatizes the eternal conflict between two philosophies of life, the self-serving and the self-sacrificing.
LIGHT ENTERTAIN-MENT	**The Jerry Lester Show** 7:00–7:30 p.m. EACH SUNDAY	Jerry Lester stars in a new comedy-variety program, tailored to his unique brand of spontaneous humor. Fred Uttal assists as straight man and announcer; Diane Courtney, vocal stylist, sings popular and sweet songs; Ray Sinatra conducts his 18-piece orchestra. A prominent guest star joins the program each week.
	Broadway Bandbox 8:00–8:30 p.m. EACH SUNDAY	Frank Sinatra, most popular baritone of the day, is starred on this weekly melody-packed program. Raymond Scott, master of jive, and his orchestra complete the entertainment.
	The Colonel 11:30–12 midnight EACH SATURDAY	Colonel Lemuel Q. Stoopnagle, master of wacky hilarity, heads this gloom-chasing comedy program, with Eddie Green and Florence Halop aiding and abetting the goings-on. Jeri Sullavan and the Bobby Tucker Singers do the vocals to the accompaniment of Paul Baron's orchestra.
	Quote—Ted Husing 10:45–11:00 p.m. EACH TUESDAY	Columbia's top sports reporter, Ted Husing, presents a weekly roundup of sports news, and quotes from the columns of nationally known sports writers. During the football season he will cover the game of the week in an on-the-spot Saturday broadcast.

PROGRAM AND TIME	DESCRIPTION	
Romance 11:30–12 midnight EACH MONDAY	This new weekly series dramatizes love stories with adult sincerity and simplicity. Original romantic dramas as well as familiar love stories are brought to the microphone, with Kaye Brinker as the narrator.	**LIGHT ENTERTAIN-MENT**
The Eddie Dunn Show 5:00–5:30 p.m. MONDAY THRU FRIDAY	Comedian Eddie Dunn comes to the network from Columbia's Chicago station WBBM, where he scored a tremendous hit. He steers the festivities for a half-hour of music and laughs. He is supported by an orchestra, by vocalist Vera Holley and by the Three Sisters, Beatrice, Geraldine and Margie Ross, who specialize in modern interpretations of rhythm-songs and ballads.	
CBS ADULT EDUCATION BOARD	CBS Educational Programs are presented by Columbia's Department of Education with the counsel of the CBS Adult Education Board, whose members are: LYMAN BRYSON, chairman STRINGFELLOW BARR WILLIAM BENTON HARRY WOODBURN CHASE ROBERT I. GANNON, S.J. ALVIN S. JOHNSON HENRY R. LUCE SPENCER MILLER, JR. RUTH BRYAN ROHDE THOMAS V. SMITH WILLIAM ALLEN WHITE RAY LYMAN WILBUR JOSEPH H. WILLITS	**EDUCATIONAL PROGRAMS**
The American School of the Air 9:15–9:45 a.m. Rebroadcast 3:30–4:00 p.m. MONDAY THRU FRIDAY	Now in its fourteenth year on CBS, this program is broadcast in the United States and Canada. For the duration of the war, the program has been designated the official channel for news, information and instructions by the Office of War Information. MONDAY—Tools of Science TUESDAY—Gateway to Music WEDNESDAY—New Horizons—World Geography THURSDAY—Tales from Far and Near FRIDAY—This Living World	
Invitation to Learning 11:30–12 noon EACH SUNDAY	In a series which Time Magazine has called "the pearl of all educational programs," the world's great books are informally discussed by leading scholars.	

	PROGRAM AND TIME	DESCRIPTION
EDUCATIONAL PROGRAMS *Continued*	**The People's Platform** 6:15–6:45 p.m. EACH SATURDAY	Now in its sixth year on the air, this program stands as one of radio's most interesting innovations in the field of public forums. Four guests and a moderator meet for an informal discussion of current and postwar problems.
	Of Men and Books 9:45–10:00 a.m. EACH SATURDAY	Continuing the series in its sixth year on CBS, Professor John T. Frederick of Northwestern University discusses recently published books and interviews their authors.
	Columbia's Country Journal 10:30–11:00 a.m. EACH SATURDAY	Charles ("Chuck") Worcester conducts this weekly "radio farm magazine" and portrays the activities, problems, home life and opinions of America's farmers. A feature is a weekly news report from Washington and from farm regions throughout the country.
	The Garden Gate 9:30–9:45 a.m. EACH SATURDAY	Tom Williams, "the old dirt dobber," horticultural expert of WLAC, Nashville, answers queries on wartime gardening. From Washington "Chuck" Worcester and distinguished guests report on victory gardening progress.
RELIGIOUS BROADCASTS	**Church of the Air** 10:00–10:30 a.m. 1:00–1:30 p.m. EACH SUNDAY	In its twelfth consecutive year, the pulpit of Columbia's *Church of the Air* continues to be impartially available, twice each Sunday, to America's major religious faiths. During the past year many of the services have originated at Army camps and Navy bases, with Chaplains of the uniformed forces officiating.
	Wings Over Jordan 10:30–11:00 a.m. EACH SUNDAY	This program of religious talks and spirituals presents outstanding Negro leaders in all fields of endeavor. Rev. Glenn T. Settle conducts the program, which features the renowned thirty-voice Wings Over Jordan Choir.

PROGRAM AND TIME	DESCRIPTION	
The Chapel Singers 9:15–9:30 a.m. EACH MONDAY, WEDNESDAY AND FRIDAY	The fine old familiar hymns of all religious denominations, inspiringly sung by a male quartet. Each broadcast includes a brief reading from the Bible.	**EDUCATIONAL PROGRAMS**
News and News Features Beamed Overseas In: ENGLISH FRENCH ITALIAN GERMAN POLISH SERBO-CROATIAN DUTCH CZECH ARABIC TURKISH PERSIAN GREEK BULGARIAN	News in 13 languages, plus more than three hours of entertainment for American troops abroad, is directed seven days a week to Europe, Africa, the Near East and Asia by the CBS Short Wave Department. This schedule begins in New York at 6:00 a.m.; suspends in the late afternoon when the Latin-American schedule begins. The European transmissions are resumed after midnight. The whole CBS short wave schedule is continuous, around the clock, except for brief maintenance periods for each transmitter. Two half-hour periods daily are now being re-transmitted by Radio Algiers.	**SPECIAL CBS SHORT WAVE BROADCASTS TO EUROPE AND THE EAST** *CBS Transmitters* *WCBX New York* *WCRC New York* *WCDA New York*
News and Entertainment to The Network of the Americas In: SPANISH PORTUGUESE	From late afternoon till midnight Columbia programs are beamed to all Latin America in both Spanish and Portuguese. News and news commentaries are featured on these CBS Latin-American broadcasts; elaborate musical and dramatic programs round out the entertainment schedule.	**SPECIAL CBS SHORT WAVE BROADCASTS TO LATIN AMERICA** *CBS Transmitters* *WCBX New York* *WCRC New York* *WCDA New York*

SPECIAL BROADCASTS: SUMMER

These special broadcasts, arranged by Columbia's "Talks" Department, are scheduled on a week to week, sometimes day to day, and even, on occasion, hour to hour basis. One result of this flexibility and timeliness is the following partial list of exclusive CBS programs, not included in the previous issue of THE COLUMBIA PROGRAM BOOK.

PUBLIC AFFAIRS

JULY 1: Judge Marvin Jones, of the United States Court of Claims, and Representative John W. McCormack, of Massachusetts, spoke from Washington, D. C. on inflation: 10:30–10:45 p.m.

JULY 7: Under the auspices of United China Relief, James G. Blaine, Director of United China Relief, spoke on the sixth anniversary of the initial attack on China by Japan: 4:45–5:00 p.m.

JULY 8: Fred M. Vinson, Economic Stabilization Director, and Representative Sam Rayburn, Speaker of the House, discussed inflation: 10:30–10:45 p.m.

JULY 9: In connection with the International Round Table of Christian Leaders, the following people discussed some of the problems related to post war reconstruction: Dr. Walter W. Van Kirk, Secretary of the Federal Council of Churches; Bishop Robert Wilson Macaulay, of Melbourne; Dr. Yi-Fang Wu, President, Gin-ling College, China; The Very Reverend Alwyn Keith Warren, Dean of Christchurch Cathedral, New Zealand; Dr. A. C. Craig, of London, England: 3:30–3:45 p.m.

JULY 19: From the War Service Conference of the American Osteopathic Association in Detroit, Dr. R. McFarlane Tilley and Dr. Thomas R. Thorburn discussed "Maladies From the Black Market:" 5:15–5:30 p.m.

JULY 20: Senator Robert R. Reynolds, of North Carolina, spoke from Little Rock, Arkansas, on democracy at work: 10:30–10:45 p.m.

JULY 22: Norman Thomas, Chairman, Executive Committee, Post War World Council and head of the Socialist Party in the United States, discussed "Some Wrong Roads to Peace," under the auspices of the Post War World Council: 10:30–10:45 p.m.

JULY 24: Eric C. Johnston, President, Chamber of Commerce of the United States, spoke from Spokane, Washington, stressing the need for management-labor cooperation to attain this year's production goals: 10:45–11:00 p.m.

JULY 25: In connection with the Emergency Conference to Save the Jews of Europe, Rear Admiral Yates Stirling, Jr., U.S.N. Retired, spoke from New York and Herbert C. Hoover from San Francisco: 10:45–11:00 p.m.

JULY 27: From Povard Hall, University of Southern California in Los Angeles, L. Welch Pogue, Chairman, Civil Aeronautics Board, discussed "Tomorrow's Use of Today's Airplanes:" 10:30–10:45 p.m.

JULY 29: J. Van den Bogaert, managing editor of ANETA, official Dutch news-gathering agency, in London, England, spoke from New York on "Gathering Headline News from Occupied Holland:" 10:30–10:45 p.m.

AUGUST 3: Senator Ellison D. Smith, of South Carolina, speaking from Washington, D. C., discussed "The American People and the War Effort:" 10:30–10:45 p.m.

AUGUST 5: Senator Scott W. Lucas, senior Senator from Illinois, spoke from Quincy, Illinois, on "The Future of Aviation:" 10:30–10:45 p.m.

AUGUST 12: Clark M. Eichelberger, Director, Commission to Study the Organization of Peace, spoke on "The Hour of Decision for the United States:" 10:30–10:45 p.m.

AUGUST 17: Colonel ("Captain") Eddie Rickenbacker, U. S. Army Air Forces, reported on "My Trip to the Fighting Fronts:" 9:00–9:30 p.m.

AUGUST 17: After completing a tour of the United States, Senator Carl A. Hatch, of New Mexico, discussed "What America is Thinking About Post War Planning:" 10:30–10:45 p.m.

AUGUST 19: Dr. Alexander Loudon, Netherlands Ambassador to Washington, spoke on "Germans Already Organizing for the Next War:" 10:30–10:45 p.m.

AUGUST 26: John L. Sullivan, Assistant Secretary of the Treasury, discussed the new federal tax returns due September 15: 6:15–6:30 p.m.

AUGUST 26: The Right Honorable Sir Donald Bradley Somervell, Attorney General of Great Britain, spoke from Chicago in connection with the annual dinner of the American Bar Association: 10:30–10:45 p.m.

AUGUST 31: Dr. H. J. van Mook, Netherlands Minister of Overseas Territories, spoke from London on the birthday of Queen Wilhelmina: 5:15–5:30 p.m.

SEPTEMBER 3: In connection with the meeting of the Foreign Policies Association of the Twin Cities and the University of Minnesota, Herbert C. Hoover spoke on "A New Approach to the Making of Lasting Peace:" 10:30–11:00 p.m.

SEPTEMBER 4: Deneen A. Watson, National Chairman, Republican Post War Policy Association, speaking from Chicago, made announcement of the policy agreed upon at meetings held in Chicago, New York and San Francisco: 10:45–11:00 p.m.

SEPTEMBER 6: I. M. Ornburn, Secretary-Treasurer, Union Label Trades Department of the American Federation of Labor, discussed labor's war effort: 5:15–5:30 p.m.

SEPTEMBER 6: Madame Frances Perkins, Secretary of Labor, spoke on "Labor Day:" 7:15–7:30 p.m.

SEPTEMBER 11: Dr. Lin Yutang discussed his impressions of American thought concerning China: 10:45–11:00 p.m.

SEPTEMBER 13: Dean Virginia Gildersleeve, Dean of Barnard College, spoke in connection with the meeting of the American Association of University Women: 5:15–5:30 p.m.

SEPTEMBER 16: Louis Bromfield, author and agriculturist, addressed the National Food Conference of Consumers and Producers in Chicago: 3:30–3:45 p.m.

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CBS PROGRAM BOOK SUPPLEMENT • NOVEMBER 15

The CBS Program Book will hereafter be published on the first of February, May, August, and November, instead of January, April, July and October.

NEW CBS SPONSORED PROGRAMS

ALLEGHENY-LUDLUM STEEL CORP. *(7th Week on CBS)* **Mother and Dad** *Started October 2*	Saturday 5:30–6:00 p.m. 43 CBS stations ORIGINATES: WABC	Institutional *Walker & Downing*
ELGIN NATIONAL WATCH CO. *(44th Week on CBS)* **Thanksgiving and Christmas Day Special Programs** *November 25 and December 25 only*	Thursday 4:00–6:00 p.m. Saturday 4:00–6:00 p.m. 132 CBS stations ORIGINATES: VARIOUS POINTS	Institutional *J. Walter Thompson Co.*
C. F. MUELLER COMPANY *(123rd Week on CBS)* **Isabel Manning Hewson** *Starts November 29*	Mon., Wed., Fri. 9:45–10:00 a.m. 31 CBS stations ORIGINATES: WABC	Domestic Science *Duane Jones Co.*
THE QUAKER OATS COMPANY *(103rd Week on CBS)* **Aunt Jemima Program** *Starts November 6*	Saturday 1:30–1:45 p.m. 39 CBS stations ORIGINATES: WBBM	Aunt Jemima Pancake Flour *Sherman K. Ellis Co., Inc.*
SUN OIL COMPANY **Address by Secretary Harold L. Ickes** *October 27 only*	Wednesday 3:30–4:00 p.m. 47 CBS stations ORIGINATED: MARCUS HOOK, PA.	Institutional *Roche, Williams & Cunnyngham, Inc.*
JOSEPH TETLEY & CO., INC. *(1st Week on CBS)* **Isabel Manning Hewson** *Started November 9*	Tues., Thurs., Sat. 9:45–10:00 a.m. 27 CBS stations ORIGINATES: WABC	Domestic Science *Duane Jones Co.*

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1943

CBS PROGRAM BOOK SUPPLEMENT • DECEMBER 15

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NEW CBS SPONSORED PROGRAMS

ANACIN COMPANY *(352nd Week on CBS)* **Friday on Broadway** *Started December 3*	Friday 7:30–8:00 p.m. 50 CBS stations ORIGINATES: WABC	Anacin and Benefax Multi Vitamins *Blackett-Sample-Hummert*
ANCHOR-HOCKING GLASS CORPORATION **Corliss Archer** *Drama* *Starts January 8, 1944*	Saturday 5:00–5:30 p.m. 122 CBS stations ORIGINATES: KNX	Glass Containers and Closures; Fire King Ovenware and Glass Tableware *William H. Weintraub & Company, Inc.*
GILLETTE SAFETY RAZOR CO. *(113th Week on CBS)* **Orange Bowl Football Game** **Sugar Bowl Football Game** *January 1, 1944 only*	Saturday 1:00–6:00 p.m. 134 CBS stations ORIGINATES: MIAMI AND NEW ORLEANS	Gillette Blades and Shaving Cream *Maxon, Inc.*
STANDARD BRANDS, INC. *(161st Week on CBS)* **All-Star Radio Show** *December 21 only*	Tuesday 10:00–11:00 p.m. 121 CBS stations ORIGINATES: KNX	Enriched White Bread *J. Walter Thompson Co.*
The Open Door *Serial drama* *Starts January 3, 1944*	Monday thru Friday 3:15–3:30 p.m. 131 CBS stations ORIGINATES: WABC	Vitamin Products, Coffee and Desserts *Ted Bates, Inc.*
. B. WILLIAMS COMPANY *'nd Week on CBS)* **William L. Shirer** *News '* *Started December 5*	Sunday 7:00–7:15 p.m. 46 CBS stations ORIGINATES: WABC	Williams Shaving Cream *J. Walter Thompson Co.*

NEW CBS PACIFIC NETWORK PROGRAMS

P. DUFF & SONS, INC. *(7th Week on CBS)* **Galen Drake** *Started September 28*	Tues., Thurs. 5:00–5:15 p.m., PWT ORIGINATES: KNX	Ready-To-Bake Mixes *W. Earl Bothwell Advertising Agency*
SOIL-OFF MANUFACTURING COMPANY *(145th Week on CBS)* **Galen Drake** *Started September 28*	Mon., Wed., Fri. 5:00–5:15 p.m., PWT ORIGINATES: KNX	"Soil-Off" for all painted surfaces *Buchanan & Co.*
UNITED AIR LINES TRANSPORT CORP. *(2nd Week on CBS)* **In Time to Come** *Started November 7*	Sunday 8:30–9:00 p.m., PWT ORIGINATES: KNX	Air Travel *N. W. Ayer & Son, Inc.*

MONTHLY CORRECTIONS - CBS SPONSORED PROGRAMS

Page 8	**GENERAL FOODS CORP.**	Add Postum to products advertised on "Joyce Jordan, M.D." Change products advertised on "Kate Smith Speaks" to Calumet and Swansdown.
Page 9	**IRONIZED YEAST CO., INC.**	Change origination to WABC.
Page 11	**OWENS-ILLINOIS GLASS CO.**	Change program listing to "Home Front Matinee" with Alfred Drake, star of "Oklahoma" and prominent guest stars, and the Owens-Illinois orchestra and chorus, conducted by Allen Roth; as of November 8. Change origination to WABC. Change agency listing to J. Walter Thompson Co.
Page 12	**PET MILK SALES CORP.**	Change time of Mary Lee Taylor to Saturday 10:30–11:00 a.m., rebroadcast 2:00–2:30 p.m.

NEW CBS PACIFIC NETWORK PROGRAMS

CONSOLIDATED ROYAL CHEMICAL COMPANY, INC. **Ten O'Clock Wire,** with Chet Huntley and Dave Vaile *Started December 8*	Saturday 10:00–10:15 p.m. PWT ORIGINATES: KNX	Kranks Shave Cream *Arthur Meyerhoff & Co.*
JOHNSTONE DRUG SALES CORP. **Hollywood Barn Dance** *Started December 4*	Saturday 10:30–10:45 p.m. PWT ORIGINATES: KNX	Buckley's Cough Syrup *Armand S. Weill Co., Inc.*

MONTHLY CORRECTIONS – CBS NETWORK PROGRAMS

Page 4	**ANACIN COMPANY**	Change time of "Easy Aces" program to Wednesday, 7:30–8:00 p.m.
Page 6	**CHESEBROUGH MANUFACTURING COMPANY, CONSOLIDATED**	Change origination to WABC, December 22.
Page 6	**CONTINENTAL RADIO & TELEVISION CORP.**	The corporate name of the advertiser changes to Admiral Corporation.
Page 7	**ELGIN NATIONAL WATCH CO.**	Cancel program after December 25. Change listing of Christmas Day program to "Elgin Christmas Show".
Page 10	**KOLYNOS COMPANY**	Change time to Thursday, 7:30–8:00 p.m.
Page 10	**LADY ESTHER, LTD.**	Change agency to The Biow Co.
Page 10	**LEVER BROTHERS COMPANY**	Change products on "Mayor of the Town" program to Vimms, and agency to Batten, Barton, Durstine & Osborn, Inc. from November 24 thru December 29 only.
Page 11	**P. LORILLARD COMPANY**	Change origination to KNX.

Page 12	**CHARLES H. PHILLIPS CHEMICAL CO.**	Change time of "Amanda of Honeymoon Hill" to Mon. thru Fri., 11:00-11:15 a.m., and products advertised to Phillips Tablets on Mon., Tues., Wed., and Phillips Toothpaste & Toothpowder Thurs., Fri., effective November 22.
Page 13	**THE PROCTER & GAMBLE CO.**	Change "Pepper Young's Family" listing to "Perry Mason."
Page 14	**THE QUAKER OATS COMPANY**	Cancel "The Muffet Show" after October 31.
Page 14	**R. J. REYNOLDS TOBACCO COMPANY**	Moore and Durante Show: Change origination to WABC, November 26.
Page 14	**ROMA WINE CO., INC.**	Change listing of program to "Suspense", December 2. Change agency listing to The Biow Company, effective December 2. Change repeat broadcast to Monday, 12 midnight–12:30 a.m., starting December 6.
Page 14	**SCHUTTER CANDY COMPANY**	Change program to "Starring Curt Massey."
Page 15	**SOUTHERN COTTON OIL CO.**	Change program listing to "Singing Sweethearts."
Page 15	**E. R. SQUIBB & SONS**	Change program listing to "To Your Good Health."
Page 15	**THE TEXAS COMPANY**	Change origination to KNX, December 12.

MONTHLY CORRECTIONS — CBS PACIFIC NETWORK PROGRAMS		
Page 17	**McKESSON & ROBBINS, INC.**	Change product on "Chet Huntley" program to Calox Tooth Powder.
Page 18	**SIGNAL OIL COMPANY**	Change program title to "The Whistler", effective December 12.
Page 18	**WASHINGTON COOPERATIVE EGG & POULTRY ASSN.**	Cancel program after December 11.
Page 18	**WESTERN SUGAR REFINERY**	Change time to Sunday, 9:00–9:30 p.m. PWT.
MONTHLY CORRECTIONS — CBS CALIFORNIA NETWORK PROGRAMS		
Page 19	**VICK CHEMICAL COMPANY**	Change program title to "Dean Dickason," Commentary.

MONTHLY CORRECTIONS — CBS PACIFIC NETWORK PROGRAMS		
Page 17	**LAMONT, CORLISS & CO.**	Change time to Saturday 6:30–6:45 p.m., PWT.
Page 17	**PETER PAUL, INC.**	Replace Bob Andersen on Wednesday by Truman Bradley.
Page 18	**PLOUGH, INC.**	Tobe Reed takes the place of Ken Niles.
Page 18	**UNION OIL COMPANY**	Cancel program after October 24.
Page 18	**WASHINGTON COOPERATIVE EGG & POULTRY ASSN.**	Change product to Lynden Canned Chicken and Turkey.
MONTHLY CORRECTIONS — CBS CALIFORNIA NETWORK PROGRAMS		
Page 18	**BANK OF AMERICA NAT'L TRUST & SAVINGS ASSN.**	Change time to Sunday 9:30–10:00 p.m., PWT.
Page 19	**KELITE PRODUCTS, INC.**	Cancel program after September 26.

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ALAN BUNCE	DINAH SHORE	BIG TOWN	PENNY SINGLETON	ANDRE KOSTELANETZ	DICK POWELL
SCREEN GUILD PLAYERS	JIMMY DURANTE GARRY MOORE	BOB HAWK	JOSEPH C. HARSCH	NILA MACK	ADVENTURES OF THE THIN MAN
JAMES MELTON	AMERICAN WOMEN	LIONEL BARRYMORE	DOROTHY LOWELL	GROUCHO MARX	BETTY RUTH SMITH
THE FIRST LINE	ELIZABETH RELLER	INNER SANCTUM	THAT BREWSTER BOY	JEAN TENNYSON	JACK CARSON
JUDY CANOVA	CHARLES MARTIN	CLAUDIA MORGAN	EVERETT SLOANE	CONRAD NAGEL	AMERICA IN THE AI
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